

# **Measuring dimensions of brand equity among a brand's potential target audience**

Case: Brothers, Jyväskylä

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<p>Abstract</p> <p>The aim of this thesis was to study the dimensions of brand equity of a menswear company, Brothers, located in Jyväskylä. The study was conducted among the company's potential target audience. The aim of the research was to identify how well the potential target audience know the brand. Furthermore, what is the brand awareness and brand image of the company among its potential target audience. Another aim of this thesis was to discover how the brand awareness impacts on the consuming behaviour of the potential target audience. The research questions were the following: What is brand awareness of Brothers among the company's potential target audience in Jyväskylä? What is the brand image of Brothers among the company's potential target audience in Jyväskylä?</p> <p>The literature review consists of theory on dimensions of brand equity. The research was implemented by using a survey strategy since it allows the collection of a large amount of data. The data was collected by an interviewer administered structured face-to-face questionnaire. The questionnaire was designed by adapting the existing theory and brand awareness questionnaires. The convenience sampling method was used to form the sample.</p> <p>The results of the research show that the majority of the respondents were familiar with the brand. There is also a correlation between the brand awareness and consuming behaviour. The brand images are mainly positive and associations reflect the company's target image. However, in order to increase the brand equity and profitability of the company, the awareness of the company could be enhanced through effective marketing actions. Based on the results, recommendations were made about the actions that the company could utilize better engage and commit the target audience to the brand.</p>		
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Tiivistelmä <p>Tutkimuksen tarkoituksena oli määrittää Jyväskylässä sijaitsevan miestenvaateliikkeen brändipääoman eri osa-alueita: bränditunnettuutta sekä imagoa yrityksen kohderyhmän keskuudessa. Tavoitteena oli selvittää, mitä kohderyhmän henkilöt tietävät brändistä, kuinka hyvin kohderyhmän jäsenet tunnistavat brändin ja mitä mielikuvia se heissä herättää. Lisäksi tutkimuksen tarkoituksena oli selvittää, kuinka brändin tunnettuus vaikuttaa kohderyhmän ostokäyttäytymiseen.</p> <p>Tutkimuksen toimeksiantajana toimi miestenvaateliike Brothers. Tutkimusmenetelmäksi valittiin kyselytutkimus. Kyselytutkimus valikoitui, sillä se mahdollistaa suuren otannan. Otanta muodostui yrityksen kohderyhmän potentiaalisista asiakkaista. Aineisto kerättiin hyödyntäen kvantitatiivisia menetelmiä. Tietoa kerättiin strukturoidulla kyselylomakkeella. Kysely pohjautui olemassa oleviin tutkimuksiin, teoriaan ja aiemmin kehitettyihin kyselylomakkeisiin, joita muokkaamalla saatiin muodostettua yrityksen tarpeisiin sopiva kyselylomake. Tutkimuksen aineisto analysoitiin hyödyntämällä kvantitatiivisen tutkimuksen analysointikeinoja.</p> <p>Tutkimuksessa selvisi, että suurin osa Brothersin kohderyhmästä on tietoinen brändistä. Lisäksi mielikuvat brändistä ovat pääasiassa positiivisia ja vastaavat pitkälti Brothersin tavoiteimagoa. Kasvattaakseen brändipääomaansa ja vahvistaakseen asemaansa markkinoilla Brothersin tulisi kuitenkin markkinoida tuotteitaan ja palveluitaan tehokkaammin. Tutkimuksen tulokset ilmaisevat, että bränditunnettuus vaikuttaa asiakkaiden ostokäyttäytymiseen positiivisesti. Tulosten pohjalta tehtiin suosituksia ja määriteltiin kehitystoimenpiteitä, joilla yritys voisi parantaa tunnettuuttaan.</p>		
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# 1 Meaning of branding

Branding means to distinguish the products or services of a company from its competitors (Kotler, Keller, Brady, Goodman & Hansen, 2009, 425). Branding is a very important issue when considering the long-term business success. According to Keller (2008, 2)

*“A brand is the name, term, design, symbol, or any other tangible feature that identifies one seller's product and therefore distinguish and differentiate it from its competitors.”*

However, a brand is more than the tangible asset of the company because it also creates awareness, reputation, images and associations. Therefore, a brand can also be considered an intangible asset of the company since it encases many things. Branding creates mental structures and helps consumers to organize their knowledge about products and services in a way that clarifies their decision-making and, in process, provides value to the company. (Keller, 2008, 10.) Therefore, a brand is a name with the power to influence (Kapferer, 2012, 8).

Brands can be considered as key elements in a company's relationships with consumers (Stokes, 2002, 196). Brands represent consumers' perceptions and feelings about a product or service and its performance, meaning everything that the product or service means to the consumer. (Kotler & Armstrong 2008, 230.) Brands provide the assurance of the level of quality and product performance and they are selected for what it says about the consumer as well as for what the product does for the consumer (Stokes 2002, 196). Thus, the true value and future prospects of a brand rely on consumers, their knowledge about the brand, and their likely response to marketing activity as a result of this knowledge.

Kornberger (2010, 48) suggests that instead of trying to define a brand, it would be more appropriate to examine a brand as a term and discover what it consists of. Be-

cause definitions put boundaries around mental objects and brand traverse those boundaries and rearrange our mental map of the world. For instance, brands are tools with which organizations are managed. In addition, brands function as corporate catalysts, signs and medium. The truth is a function of the perspective one chooses to take. Therefore, instead of thinking of a brand as an object, it can also be conceptualized as a result of a set of practices.

As Keller (2008, 38) states, branding is all about creating differences. The following two practices and principles relate to the branding. First, differences in outcome arise from the “added value” endowed to a product as a result of the marketing activity for the brand. This added value can be created for a brand in many different ways. Second, brand equity provides a common denominator for interpreting marketing strategies and assessing the value of the brand. This value of the brand can be manifested or exploited in many different ways to benefit the firm.

According to Vallaster & Fisher (2010, 13-15), the main job of a brand is to make the customers happy and to drive sales. Therefore, branding focused naturally first on creating a favourable image with customers and later on creating a positive customer experience through the management of customer interactions. Vallaster and Fisher have also listed the following objectives that brands are expected to deliver:

- Attract and retain talent. Brands are supposed to position the company behind the brand as an attractive employer.
- Increase employee commitment. Through positive identification brands are responsible for increasing employee motivation, commitment and satisfaction, thereby improve productivity.

- Drive the share price. Brands are appealing to analysts, shareholders, potential investors, and the financial media, ultimately helping to drive the share price.
- Address corporate social responsibility (CSR). Brands are used for corporate reputation management, to address different groups, as well as to manage crisis situations.

Fundamentally, branding is all about endowing products and services with the power of brand equity. In a general sense, brand equity is defined in terms of the marketing effects uniquely attributable to the brand. That is, brand equity explains why different outcomes result from the marketing and branded product or service than if not branded. The brand equity concept reinforces the importance of a brand in marketing strategies. (Keller 2008, 37-38.)

At the end of the day, the true value and future prospects of a brand rest with consumers and their knowledge about the brand. As Vallaster & Fisher (2010, 14) define brands as being *“the sum of all associations customers have with a certain product or service”*. Consumers will decide, based on their beliefs and attitudes, where they think the brand should go and grant permission (or not) to any marketing action or program. Understanding brand knowledge, meaning all the different things that become linked to the brand in the minds of consumers is important because it is the foundation of brand equity. (Kotler et al. 2009, 426.) In order to create, maintain and expand the brand’s market share and probability of the brand to be chosen by the customers, companies must understand the importance of growing and leveraging brands’ awareness and act accordingly. Marketing integrated communication must be implemented, with a special emphasis on advertising and customer relationship management (Moisescu, 2009, 109.)

There are two key themes that systematically emerge as the primary drivers of brand success: differentiation and consistency. Differentiation could be achieved through unique product features and functional benefits, while consistency is implemented more in the visual application – product design and visual corporate identity. (Vallaster & Fisher, 2010, 19.) Vallaster and Fisher (2010, 260) list the factors, which are required to be implemented by a company, when engaging consumers to the brand. The critical success factors are the following:

- Only promises that can be kept should be made.
- Brand relevance has to be kept high and focus on customer interaction welcome and attractive.
- Online has to be integrated into a brand in a way that it is meaningful to the customers.
- Overexposure and alienation of loyal customers should be avoided through radical changes in strategic direction, and proactivity on steering the brand.
- Brand values have to be adapted to cultural and situational contexts.
- Simple and powerful ways have to be found to connect with the customers.

### **Fashion industry creates new demands and needs for consumers**

With rapidly changing trends and seasons, fashion industry is characterized by continuous change and regeneration. Nowadays, the industry is based increasingly more on modern marketing; creating unique images and experiences as well as being innovative and emphasizing certain values such as ecology and responsible consumption. A core of fashion industry is creating new intangible value and marketing experiences to the consumers in addition to developing new and innovative distribution channels. (Lille, 2010, 11-12.)

In order to succeed and stay up to date, a company that operates in fashion sector must be able to constantly innovate and generate fresh ideas as well as produce new products. Succeeding in the business requires maintaining and updating of knowledge and competences. Even though the skills and competences regarding the education and vocational skills would be sufficient and adequate, in order to have a profitable business also need to manage marketing, networking and all of the other aspects of the business. In addition, through the process of creating and delivering added value (i.e. additional features, story) to the consumers, companies can affect on consumers buying behaviour more effectively. In other words, interesting and appealing story of the product, an effective marketing strategy in addition to carefully planned marketing communications implementation are the key factors in sales and desirability of the products among consumers. (Lille 2010, 7, 30.)

The competition in the Finnish markets is tough. The Finnish markets in fashion sector are really small and narrow, which makes the companies fighting for the markets. As a result of this the greatest challenges to the fashion industry face come from the huge supply of products and brands. This large supply is also contributed by large-scale international brands with low-costing clothing production, which makes it even more challenging for the companies to compete and succeed. Therefore, in order to survive and thrive in fashion industry, the company should be able to differentiate in the market and to be versatile in fast-moving world of fashion. The essential thing is to discover and identify company's own competitive advantages and strengths in order to be able to differentiate. In addition, companies have to be also able to deliver their strengths to the consumers. With the help of effective marketing, the company will be able to stand out from its competitors and strengthen its position in the market. Therefore, effective marketing is compulsory in delivering the desired marketing message to the consumers and in creating the desired images. If the company is able to create a strong brand that convinces the consumers to support it, the success in the business is secured. (Lille 2010, 13, 19.)

Lille (2010, 27) has listed some of the essential key factors that have been discovered to have a significant role in creation of successful fashion brand

- Versatile combinations of expertise and skills
- A strong ideology and vision
- The ability and react rapidly in change
- Differentiation
- The ability to manage the business as an entity and seeing the overall picture

This thesis deals with the topic of brand equity. As a case company for the thesis is clothing store Brothers in Jyväskylä. The research deals with the potential target audience's knowledge about the brand. The topic was chosen based on the case company's request to conduct a research related to brand knowledge, especially the brand awareness towards the company. The aim of this study is to discover the dimensions of brand equity among the case company's target audience. This study was conducted to generate information about Brothers' brand awareness in the Jyväskylä area. The purpose of the study is to identify the brand awareness of a case company among its potential target audience. In this study, brand awareness refers to the fundamental level of brand knowledge in involving, at least, recognition of the brand name. Furthermore, this study aims to examine the potential connection between brand awareness and its affects on target consumers' consuming behaviour. In order to see, does the brand awareness influence' on consuming behaviour and how it influences it.

## 1.1 Introduction of the company

Brothers is a chain originated from Sweden that sells clothes for men. The company established its first store in 1992. Brothers is a volume-oriented holistic concept for

men. The concept offers well-tailored garments in addition to more casual menswear and fashion in an inspiring store environment characterized by excellent service. The assortment consists of internal and external brands in the upper mid-price segment. Brothers' sells products from brands such as Atlas Design, East West, Björn Borg, Lee, Hilfiger Denim and Riley. Today there are 77 Brothers stores in Sweden and 12 Brothers stores located in different shopping centres around Finland. (Konseptimme, N.d.)

Brothers' product range includes both casual clothes, such as jeans, knitwear and t-shirts, in addition to cornerstones of business and formal dressing; fitting suits, dress shirts and the associated accessories. The clothes are classic pieces, but include also something extra, something that stand out from the crowd. The style of the products is classic and timeless, but always flavoured with seasonal trends. With the help of an exceptional customer service and brilliantly tailored clothes, Brothers wants to offer a comprehensive, ultimate and memorable shopping experiment for their customers. (Konseptimme, N.d.)

For Brothers, it has always been a top priority to offer superior customer service. For the company, it is important to think, listen and understand their customers. Brothers understands that the majority of men are not so much interested in fashion, but instead they are more interested in on the quality of clothes and on how to look good and how to wear the clothes. Hence, the company offers a Personal Styling - service, which makes dressing well and fashionably a little easier. From Brothers the customers can get the clothes and advices how to wear them, whether it is for everyday usage or for special occasions. Brothers wants the customers to find the style that suits for the customers taste and demand in addition to last long time. (Konseptimme, N.d.)

## 1.2 The process of defining the management-decision problem of the company

The research process started by defining the management -decision problem of the case company. It was important to define the problem in terms of an increase in managerial understanding towards the research topic and in a way that ensures the obtaining of the desired information. The definition of the management decision problem helps to understand the context or environment within which the problem has arisen. The management-decision problem is action oriented and it asks what the decision maker needs to do. It also focuses on the symptoms. (Malhotra & Peterson, 2006, 35, 45-46.)

Brothers menswear store opened in the Jyväskylä Forum shopping centre in 2011. Men aged 20-55 years old form the main target group of the Brothers store. Students are a large target audience for the company in addition to men in working life. Brothers' Store Manager initiated this research by being interested in collecting data from the company's target audience. The business issue that the company addressed was that even though the store has operated in Jyväskylä already for four years, there are still some consumers, who visit the store without being aware of the brand and who do not know the brand. (Kallio, 2015.)

The company was interested to acquire information about how well the potential target audience is able to recognize the brand, what do they know about the brand and how they associate the brand. In addition, from the customers, who are aware of the brand, the company was interested to get more information about the effectiveness of the current marketing actions by investigating how they have got the information about the brand. The case company was also interested to further investigate the consuming behaviour of the potential target audience by in addition to their brand awareness, by researching how often the customers visit the store and what motivates them to visit in the store. The company was also interested to investigate



how well the brand is identified when compared to its competitors and about the position of the company by asking which menswear stores the audience prefer. The main competitors of Brothers in Jyväskylä are the following menswear companies: Dressman, Kekäle, Pukumies, Jack&Jones and Sokos. (Kallio, 2015.) The management-decision problem of the company was to clarify should they put more resources and marketing effort on raising the awareness towards the brand in order to increase the brand recognition among the target audience. By raising the level of awareness of the brand it is possible to improve the company's profitability and increase the sales.

Previously the company has not carried out a research to gather more information about the brand knowledge towards the company. Furthermore, based on the management-decision problem there was a special demand for brand awareness research. Hence, they did not know how well the target audience was able to recall, recognize and identify the brand. This resulted the initiation for the research targeted to the company's potential target audience in order to increase the understanding towards the target audiences' awareness of the brand. (Kallio, 2015.)

### 1.3 Research problem and objectives

After the management-decision problem is defined, it is then translated into a marketing research problem. The marketing research problem is information oriented and it asks what information is needed and how it can be obtained. Compared to the management decision problem, marketing research focuses on underlying the causes. Based on the definition of the marketing research problem, an appropriate research approach is developed. The definition of marketing research problem should allow to obtaining of all the information needed to address the management-decision problem and to guide in proceeding with the research. (Malhotra & Peterson 2006, 35, 45-47.)

In order to being able to implement the most appropriate marketing strategy and determine the future actions, the company need more information about target consumers' brand knowledge to reveal, how well the target audience able to recognize and identify the brand and how they perceive and associate the brand. Therefore aim of this research is to identify, how well the potential target audience of Brothers know the brand.

Based on the management decision problem the research topic formed to investigate the brand knowledge and focus to deal with brand awareness. Furthermore, the research problem is the identification of how well the potential target audience of Brothers know the brand.

The research objective is to measure current brand awareness among the case company's potential target audience. More precisely, the research objective of the thesis is to discover, what is the brand awareness of the case company among the potential target audience in Jyväskylä. In addition, the objective of the research is to discover the brand image of Brothers, meaning how Brothers is associated and perceived in the minds of the target customers. In addition to discover does the brand awareness affect on potential target audiences' consuming behaviour. In order to see, how the brand awareness influence on consuming behaviour.

The objective of the research is to provide valuable information to the company about the target consumers. Research is conducted to generate better understanding towards the case company's brand awareness and image. Based on the research the company is able to implement the required marketing actions and concentrate their marketing efforts and resources efficiently. By determining the brand knowledge, meaning brand awareness and brand image, the company is able to develop a competitive advantage over other similar brands. In addition, by increasing the awareness towards the brand the company is also able to grow their customer

base and strengthen the customer relationship thus increase their sales. Based on the research, the company is able to develop their marketing strategy and increase profitability of the business.

### **Research questions**

Research questions are refined statements of the specific components of the problem. Research questions are designed to ask the specific information requires to address each problem component. Research questions that successfully address the problem components will provide valuable information for the company's decision makers. (Malhotra & Peterson 2006, 50.)

The research questions that this study aims to answer are:

What is the brand awareness of Brothers among its potential target audience in Jyväskylä area?

What is the brand image of Brothers among its potential target audience in Jyväskylä area?

How the brand awareness affect on the potential target audience's consuming behaviour?

By answering the above questions, the study is able to generate valuable information about the brand knowledge for the case company about their target customers' awareness towards the brand.

## 2 Dimensions of brand equity

### 2.1 Concept of brand equity

The official Marketing Science (Leuthesser, 1988, 104) definition of brand equity is:

*“The set of associations and behaviour on the part of brand’s customers, channel members and parent corporation that permits the brand earn greater volume or greater margins than it could without the brand name”*

Brand equity arises from differences in consumer responses. Therefore, brand equity can be conceptualized from the perspective of the individual consumer. Keller (1993, 1-2) provides a conceptual framework of what consumers know about brands and what such knowledge implies for marketing strategies. Consumers’ differential responses, which make up brand equity are reflected in perceptions, preferences, and behaviour related all aspects of brand marketing, including their choice of a brand, response to a sales promotion and evaluation of brand performance. (Keller 2008, 48-49)

Thus, Keller approaches brand equity from a brand knowledge perspective. Keller (1993, 1) defines brand equity as the differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge is the key to creating brand equity, because it creates the differential brand effect that drives brand equity (Keller 2008, 51). Keller describes that brand knowledge exists in consumers’ minds, according to the model presented in figure 1, in terms of two components, brand awareness and brand image (Keller 1993, 1).

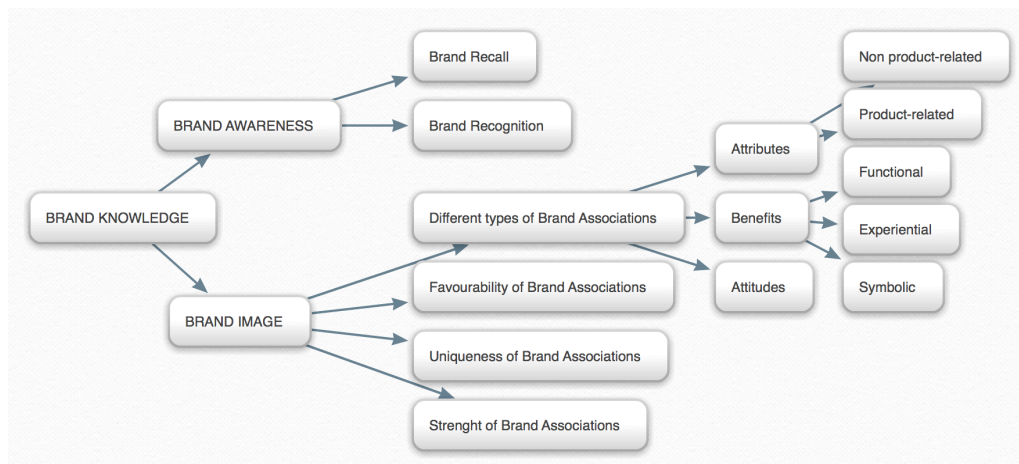


Figure 1. Brand equity model (Keller 1993, 7)

Aaker 's definition of (1996, 7-8) brand equity is:

*"A set of assets and liabilities linked to the brand's name and symbol that adds to or subtracts from the value by a product or service to a firm and/or that firm's customers."*

Aaker (1991, 16; 1996, 7-8) identify brand awareness, loyalty, perceived quality, brand associations and other proprietary brand assets as the main components of brand equity. All five dimensions of Aaker's definitions are able to produce value for the brand and all of the dimensions talk about the relationships between the brand and the consumer and none of the five assets lie within the product.

According to Aaker (1991, 16) brand equity can support customers to interpret, process and storage huge amount of information about products and brands. In addition, brand equity can also affect customers' reliability and confidence in the purchasing decision. Meaning, consumers connect either past experiences, or familiarity with the brand and its characteristics.

Kotler & Armstrong (2008, 231) defines brand equity as the positive differential effect that knowing the brand name has on customer response to the product or service. A brand with strong brand equity is very valuable asset to the company. In addition,

tion high brand equity provides a company with competitive advantages and a powerful brand offers the company some defence against fierce price competition. More precisely, a powerful brand enjoys a high level of brand awareness and loyalty.

According to Kotler & Armstrong (2008, 231) one measurement of brand's equity is the extent to which customers are willing to pay more for the brand. Kapferer (2012, 7) also suggests that brand equity can be also recognized as a part of a company's capital hence they add benefits for the business. This is also supported by the research made by Simon and Sullivan (1990), as they define brands in terms of incremental discounted future cash flows that would result from a product having its brand name in comparison with the proceeds that would accrue if the same product did not have that brand name.

As a conclusion, brand equity can be viewed in two approaches. One is customer-based and focuses exclusively on relationship that the customers have with the brand; from total indifference to attachment, loyalty and willingness to buy and re-buy based on beliefs of superiority and evoked emotions. In this definition brand equity is seen from a consumer perspective where brand equity brings value to the customer. In the other perspective, brand equity is viewed from a financial perspective as a part of the financial value of the company. This definition aims at producing measures in financial valuation and profitability. This research is made based on the widely recognized Keller's customer-based model of brand equity and its dimensions. The dimensions of brand knowledge are described in figure 1.

## 2.2 Brand knowledge creates brand equity

The first step in building brand equity is to register the brand in the minds of consumers. If no difference occur then the brand's products can be essentially be classified as commodity of a generic version of the product. These differences in responses are a result of consumers' knowledge about the brand. That is what they have

learned, felt, seen and heard about the brand as a result of their previous experiences. Although strongly influenced by the marketing activity of the company, brand equity ultimately depends on what resides in the minds of consumers (Keller 2008, 51-54.)

By using the brand equity model, brand knowledge is conceptualized as consisting of brand node in memory to which variety of associations are linked. Any type of information can be stored in the memory network, including verbal, visual, abstract or contextual information (Keller 2008, 51). The brand knowledge is especially important in memory to consumer decision-making because it influences on what comes to mind when a consumer thinks the brand; for example, in response to marketing activity for the brand. (Keller 1993, 2-3.)

Keller (1993, 8) defines brand knowledge in terms of brand awareness and brand image and is conceptualized according to the characteristics and relationships of brand associations. Consumer response to marketing is defined in terms of consumer perceptions, preferences, and behaviour arising from marketing mix activity (e.g. brand choice, comprehension of copy points from an ad, reactions to a coupon promotion, or evaluations of a proposed brand extension).

Brand awareness is related to the strength of the brand or trace in memory as reflected by consumers' ability to recall or recognize the brand under different conditions. Brand image is defined as consumer perceptions of and preferences for a brand, as reflected by the various types of brand associations held in consumers' memory. These associations range along a number of different dimensions, such as their strength, positivity, uniqueness, and abstractness. Strong, favourable and unique brand associations are essential as sources of brand equity to drive consumer behaviour. (Keller 2008, 358, 375.)

Furthermore, brand associations can be divided and classified into different categories, which are according to Keller (1993, 2) attributes, benefits and attitudes. Attributes are features that describe a product, benefits are the personal value consumer sees in the product and attitudes are the consumers' overall evaluations of the brand. This classification is based on the amount of information that is summarized in the associations.

The relevant dimensions that distinguish brand knowledge and affect consumer response are the awareness of the brand (in terms of brand recall and recognition) and the favourability, strength and uniqueness of the brand associations in consumers' memory. These dimensions are affected by other characteristics of and relationships among the brand associations. (Keller 1993, 3.) In addition not only, awareness is almost a prerequisite for a brand to be included in the consideration set (the brand that receive consideration for purchase), but it also influences perceptions and attitudes, and can be driven for brand loyalty (Aaker 1991, 67).

### 2.3 Brand awareness

Brand awareness refers to the consumers' ability to recall and recognize the brand and to link the brand name, logo, symbol and other tangible characteristics to certain product category associations in memory. More precisely, brand awareness is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. (Keller 1993, 2.) However, Aaker (1996, 17), reminds that simply, recall, recognition, and familiarity are simply only part of the awareness challenge. "Just spell the name right" will not suffice as a brand building strategy. The strongest brands are managed not for general awareness, but for strategic awareness. One thing has to be remembered: it is quite another matter to be remembered for the right reasons (and to avoid being remembered for the wrong reasons).



According to Aaker (1991, 61-62), brand awareness can be described by four very different levels, illustrated in figure 2, where the role of brand awareness in brand equity will depend upon, both the context and which level of awareness is achieved. The basic level is brand un-recognition. The lowest level of brand awareness is recognition or aided awareness, which is the minimal level of brand awareness and it can be measures by using an aided recall test. The next level is brand recall or unaided awareness and it can be measured by using an unaided recall test. Unaided recall is a substantially more difficult task that recognition, and it is associated with a stronger brand position. On top of the pyramid, top -of -mid awareness, there is a special position, which is achieved if the brand is the first-named when measured by using an unaided recall test. In a very real sense, top- of- mind brands are ahead of the other brands in consumers' mind.



Figure 2. Brand awareness pyramid (Aaker 1991, 62)

In particular, building brand awareness helps customers understand the product or service category in which the brand competes and what products or services are sold under the brand name. It also ensures that customers know which of their needs the brand – through their products – is defined to satisfy and what basic functions does

the brand provide for the customers. In other words, brand salience can be also translated as category identification fulfilling the customers' needs. (Keller, 2008, 60-61.) Fundamentally, a high level of brand awareness should increase the profitability of brand choices, as well as produce greater consumer loyalty and decrease the vulnerability to competitive marketing actions. A high level of brand awareness also has specific implications for the pricing, distribution and promotion activities related to the brand. In addition, a high level of brand awareness can increase marketing communication effectiveness. (Keller 1993, 8-9.)

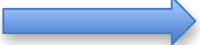
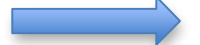
### **Brand awareness has a key role in brand equity**

Getting consumers to recognize and recall the brand can considerably enhance brand equity. Awareness measures can reflect in part the scope of the brand's reach in terms of segments. Brand awareness reflects both knowledge and salience of the brand in the customer's mind. (Aaker, 1996, 17, 330.) According to Moisescu (2009, 103), brand awareness, as one of the fundamental dimensions of brand equity and it is often considered to be a prerequisite of consumers' buying decision, as it represent the main factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assessment and the consumers' confidence in the purchase decision, due to a familiarity with the brand and its characteristics. Brand awareness can be depicted into two facets, unaided (brand recall) and aided (brand recognition), each of two have an influence on consumers' buying decision and perceived risk assessment.

Brand awareness affects also on brand relationships and foster customers committed to the brand. Furthermore, strong brand relation has many advantages to the company. When a strong brand relationship is formed there are much more benefits to the company than only repeated sales. For example, it has been discovered that profits per customer increase with strong customer relationship since the longer

customers are with a company the more willing they are to pay premium prices. For the companies strong brand relationships increase sales, allows higher pricing and provides valuable feedback. Table 1 illustrates how brand awareness derives the financial value of the company. For customers it reduces the risk encountered when switching a new brand, simplifies choices due to the customer is familiar with the company 's offerings and saves search time as customer does not have to learn about new brands. (Duncan & Moriarty, 1997, 43-44, 52.)

Table 1. From brand awareness to financial value (Kapferer 2012, 14)

Brand assets 	Brand strengths 	Brand value (financial equity)
Brand awareness	Market share	Net discounted cash flow
Brand reputation (attributes, benefits, competence, know-how etc.)	Market leadership	
Perceived brand personality	Market penetration	
Perceived brand values	Share of requirements	
Reflected customer imagery	Growth rate	
Brand reference or attachment	Loyalty rate	
Patents and rights	Price premium	
	Percentage of products the trade cannot delist	

## **Brand recognition**

Brand recognition is consumers' ability to confirm prior exposure to the brand when given the brand as a cue. In other words, when consumers visit to the store, will they be able to recognize the brand as one to which they have already exposed. (Keller 2008, 54.) Brand recognition reflects familiarity gained from the past exposure.

Recognition does not necessarily involve remembering where the brand was encountered before, why it differs from other brands, or even what the brand product category is. It is simply remembering that there was a past exposure to the brand. (Aaker 1996, 10.)

Brand recognition is the first step in the creation of brand awareness. According to Aaker (1991, 63), it is wasteful to attempt to communicate brand attributes until the brand name is established with which to associate the attributes. In addition, learning about features and benefits of the brand is difficult without achieving recognition. Furthermore, only rarely can purchase decision of the consumer occur without recognition. Therefore, gaining brand recognition is essential for the brand.

Recognition processes require that consumers be able to correctly discriminate the brand as having been seen or heard previously. A stimulus can be a word, object, and image, as something consumers have previously seen. Brand recognition relates to consumers' ability to identify the brand under a variety of circumstances and can involve identification of any of the brand elements. (Keller 2008, 374-375.) The purpose of brand recognition measure is to capture potential retrievability or availability of brand in memory. These measures, however, may not adequately capture the favourability or strength of associations. (Keller 1993, 12-14.)

## **Brand recall**

Brand recall is consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category or a purchase or usage situation or by using some other type of probe as a cue. In other words, brand recall requires that consumers must retrieve the actual brand element and correctly generate the brand from memory. (Keller 1993, 3-5.) Thus, brand recall is a more demanding memory task than brand recognition because consumers are not just given a brand element and asked to identify or discriminate it as one they had or had not already seen. (Keller 2008, 375-377.)

The role of recall can be crucial especially for frequently purchased products, for which brand decisions usually are made prior to going to the store. Further, in some product categories there are so many recognized alternatives that the consumers are overwhelmed. There have been shown to be a relationship between brand recall and consideration set. Meaning generally if a brand does not achieve recall, it will not be included in the consideration set. (Aaker 1991, 67.)

## **The relative power of recall versus recognition**

The relative power of recall versus recognition is shown in the graveyard model developed by Young and Rubicam Europe. In the model, the brand in the same product categories is plotted on recognition versus recall graph. One finding consistent across dozens of product categories is that brands tend to follow the curved line showed in figure 3. There are two exceptions, each of which reveals the importance of recall. One exception is healthy niche brands due to they are not known to substantial groups of consumers and therefore have relatively low overall recognition. However, these brands a high recall among their respective loyal customers, their low recognition is not necessarily an indication of poor performance. The second exception is the graveyard, an area populated by brands with recognition but low recall. Being in the

graveyard area can be deadly for the brand because customers know the brand, but it will not come to mind when considering a purchase. Therefore, one point of the graveyard model is that high recognition is not necessarily the mark of a strong brand. (Aaker 1996, 11-15.)

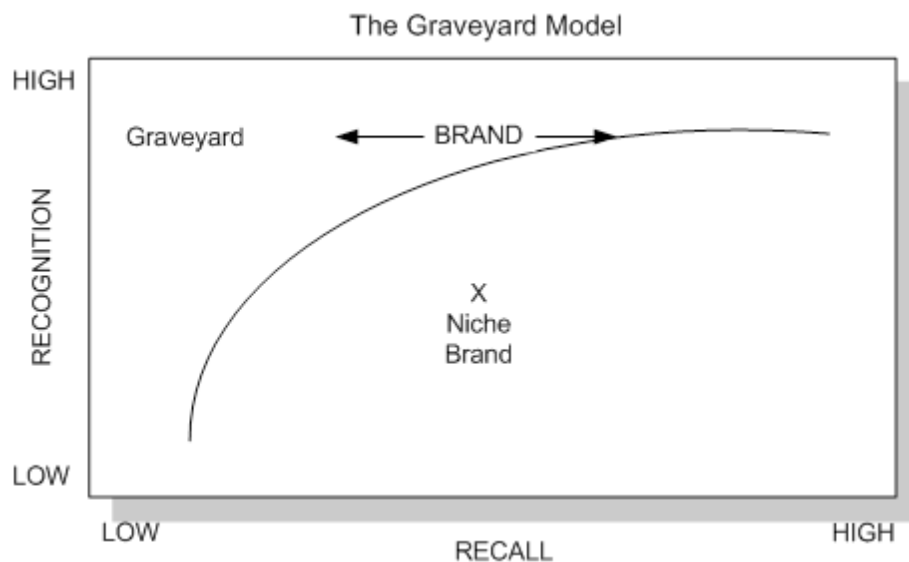


Figure 3. The graveyard model (Aaker 1996, 15)

### **Breadth and depth of brand awareness**

Brand awareness gives the product an identity by linking the brand elements to a product category and associated purchase and consumption or usage situations. The depth of brand awareness measures, how likely it is for brand element to come to mind, and the ease with which it does so. A brand that consumers easily recall has deeper level of brand awareness than one that consumers only recognize when they see it. The breadth of brand awareness measures the range of purchase and usage situations in which the brand element comes to mind and depends to a large extent on the organization of brand and product knowledge in memory. (Keller 2008, 61.)

## 2.4 Establishing brand awareness

Getting consumers to recognize and recall the brand can considerably enhance brand equity (Aaker 1996, 17). Aaker (1991, 65) points out that in order for the brand to be recognized and remembered, the brand awareness must have been established in some way. Aaker lists establishing brand awareness in a number of ways such as extensively advertising, being in business for a long time, wide distribution of the company and being successful.

Achieving brand awareness, both recognition and recall, involves two tasks; gaining brand name identity and linking it to product category. Especially for a new brand, both tasks are required. The approaches on how awareness should be achieved, maintained and improved will depend upon the context. Not only a strong brand awareness, but also brand salience that can inhibit the recall of other brands, can be achieved, maintained and improved through constant exposure of the brand. (Aaker 1991, 72-76.)

Achieving the right brand identity means creating brand salience with customers. Brand salience measures awareness of the brand. Creating brand awareness means increasing the familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. Aaker (1991) states that developing recall is more difficult than developing recognition. Creation of brand recall requires either an in-depth learning experience or many repetitions. Furthermore, the brand name needs to be made more salient, and the link from the brand to the product category needs to be stronger. While recognition, even based on only a few exposures, persists, recall decays through time. Aaker (1991, 76.) Repetition increases recognisability but improving brand recall also requires linkages in memory to appropriate product categories or other purchase or consumption cues. A slogan or jingle creatively pairs the brand and the appropriate cues (and, ideally the brand positioning as well, helping build a positive brand image). Other brand ele-

ments like logos, symbols, characters, and packaging also aid recall. (Keller 2008, 55-56.)

With the help of an appropriate marketing strategy companies can increase the brand awareness and familiarity towards the brand. (Keller 1993, 10.) That is, the more a consumers “experience” the brand by seeing it, hearing it, or thinking about it, the more likely they will strongly register the brand in memory. Thus, anything that causes consumers to experience the brand name, symbol, logo, character, packaging or slogan - including advertising and promotion, sponsorship and event marketing, publicity and public relations and outdoor advertising - can increase familiarity and awareness of that brand element. The more elements the company can reinforce and utilize, usually the better. Overall, brand awareness can be created, by increasing the familiarity of the brand through repeated exposure (for brand recognition) and forging strong associations with the appropriate product category or other relevant purchase or consumption cues (for brand recall). (Keller 2008, 55-56.)

As a conclusion brand awareness can be improved through repeated experience to the brand. In order to achieve brand awareness, two responsibilities must be accomplished by the company; increasing brand name identity and associating it with the product category. However, according to Keller (2008, 373) and Aaker (1991, 69), even though brand awareness is an important first step and a key brand asset, in building brand equity, it is usually not sufficient and awareness by itself cannot create sales. For most customers in most situations, other considerations, such as the meaning or image of the brand, also come into play.

## 2.5 Brand image

Brand image is the visual or verbal expressions of brand, which leads to the psychological or emotional associations that the brand aspires to maintain in the minds of consumers (Kotler et al. 2009, 426). In other words, brand image consumers’ percep-



tions about the brand, as reflected by the brand associations held in consumers' memory. Furthermore, brand associations are other information nodes linked to the brand node in memory and contain the meaning of the brand for consumers. Associations come in all forms and may reflect characteristics of the products or aspects of independent product. (Keller 2008, 51.)

One vitally important aspect of the brand knowledge is its image, as reflected by the associations that consumers hold toward the brand. Brand associations come in many different forms and can be classified along many different dimensions. In addition to associations beliefs are important part of brand image because they are descriptive thoughts that a person holds about a brand. Brand association and beliefs are those specific attributes and benefits linked to the brand and its competitors. (Keller 2008, 373, 379.)

Creating a positive brand image requires a marketing program that link strong, favourable and unique associations to the brand in memory. Consumers can form brand associations in a variety of ways also other than marketing activities. The more deeply consumers think about product information and relate it to existing brand knowledge, the stronger the resulting brand associations will be. (Keller 1993,6.)

Analysis of current brand image involves asking questions such as the following: "How is the company's brand perceived?", "What associations are linked to the brand?", "How it is differentiated from the competing brands?", and "What benefits do customers feel they are getting?". In assessing the brand image, it is useful to make sure that the research and analysis extend beyond product attributes to other associations such as use context, user imagery, organizational attributes, brand personality, and emotional self-expressive benefits. (Aaker 1996, 196.)

### **Brand associations**

Associations differ according to how favourable they are evaluated. That is consumers believe the brand has the attributes and benefits that satisfy their needs and wants so that a positive overall brand attitude is formed. However, consumers are unlikely to view an attribute or benefit as a very good or bad if they do not also consider it to be very important. Hence, it is difficult to create a favourable association with an unimportant attribute. In other words, all associations of a brand will not be relevant and valued in a purchase or consumption decision. For example, consumers often have an association in memory from the brand to the product or package colour. Though this association may facilitate brand recognition and awareness or lead to inferences about product quality, it may not always be considered a meaningful factor in a purchase decision. (Keller 1993, 5-6.)

A relationship between brand associations can be measured by two approaches. One is comparing the characteristics of brand associations in some way and the other is directly asking consumers for information relative to the congruence, competitive overlap, or leverage for the brand associations. Congruence is the extent to which brand associations are shared. Congruence can be assessed, by comparing the pattern of associations across consumers, to determine, which associations are common or distinctive. Additionally, consumers could be asked directly about their conditional expectations of an attribute, benefit or attitude associations (e.g. likelihood that a product or service has one association given that it has another). (Keller 1993, 13.)

### **Product category associations**

The strength of the brand associations with the product category is an important determinant of brand awareness because the brand is linked to the product category; some product category associations may become linked to the brand, either in terms of specific beliefs or overall attitudes. Product category attitudes can be par-

ticularly important determinant of consumer response. In almost all cases, some product category associations are linked to the brand and shared with other brands in the category. However, a competitive overlap with other brands associated with the product category does have a downside, in terms of possible consumer confusion. The number of competing brands advertising in a product category can affect consumers' ability to recall communication effects for a brand by creating "interference" in memory. However, it has also been shown that even though these interference effects can produce lower brand evaluations, they can be overcome with the use of ad retrieved cues, meaning distinctive ad execution information that is present when a consumer actually makes a brand evaluation. (Keller 1993, 6.)

A link between a product category and a brand is involved in brand retrievability (Aaker, 1991, 61). Brands are usually paired with the product category they represent with marketing such as an advertising slogan, to help to determine the strength of product category links. For brands with strong category associations, the distinction between brand recognition and recall may not matter much – consumers thinking of the category are likely to think of the brand. In competitive markets or when the brand is new to the category, it is more important to emphasize category links in the marketing program. Strong links between the brand and the category or other relevant cues may become especially important over time, if the product meaning of the brand changes through brand extension, merges, or acquisitions. (Keller 2008, 56.)

### **Competitive overlap of brand associations**

Competitive overlap of brand associations is the extent to which brand associations are linked to the product category (i.e. identification) and are or are not shared with another brands (i.e. uniqueness). Identification can be assessed by examining how consumers respond to brand recall tasks with product category or some other type

of cues. Uniqueness of brand associations can be assessed by comparing the characteristics of associations of the focal brand with the characteristics of associations for competing brands. Additionally, consumers could be asked directly how strongly they identify the brand with the product category and what they consider to be unique and shared aspects of the compared brands. (Keller 1993, 13.)

Brand associations may or may not be shared with other competition brands. The essence of brand positioning is that the brand has a sustainable competitive advantage or unique selling proposition that gives consumers a compelling reason for buying that particular brand. These differences may be communicated explicitly by making direct comparisons with competitors or may be highlighted implicitly without stating a competitive frame of reference. Furthermore, they may be based on product-related or non-product related attributes or functional, experiential or image benefits. The presence of strongly held, favourably evaluated associations that are unique to the brand and imply superior over other brands is critical to a brand's success. (Keller 1993, 6.)

## 2.6 Brand awareness' role in consumer behaviour

Brand awareness plays an important role in consumer decision-making process for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of consideration set. Consideration set means the handful of brands that receive serious consideration for purchase. (Keller 1993, 2-3.)

Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. Consumers have been shown to adopt a decision rule to buy only familiar, well-established brand. In low

involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude. (Keller 1993, 3.)

Finally, brand awareness affects consumer decision-making by influencing the formation and strength of brand associations in the brand image. A necessary condition for creation of brand image is that a brand node has been established in memory, and the nature of that brand node should affect how easily different kinds of information can become attached to the brand in memory. (Keller 1993, 3.)

In advertising theories, the AIDA -model is one of the major theories to address the consumer`s decision-making process. The model described the behavioural dimensions of decision-making, suggesting individuals first think, then feel, and finally act when influenced by stimuli. The stages, which consumers usually pass through on the way to purchase are, awareness, knowledge, liking, preference, conviction and purchase. In order to successfully get consumers to act, companies have to attract and get attention (cognitive), maintain and hold interest in addition to arouse and create desire (affect). With the help of marketing communication and effective message, the company is able to reach the desired consumer response. (Kotler & Armstrong 2008, 404-405.) Table 2 describes the different stages of the AIDA –model and the effectiveness that measures the consumer stage.

Table 2. The AIDA- model (Kotler &amp; Armstrong 2008, 405)

Consumer stage	Representative stage	Measures of Effectiveness
Awareness	"I know that the product or brand exists"	Unaided recall/awareness, Aided recall/awareness, Recognition
Interest	"The product or brand is relevant for me"	Attitudes, Brand equity, Inquiries, Advertising recall
Desire	"I would like to buy the product or brand"	Preferences, Intentions to buy
Action	"I have bought the product of brand"	Trial, Purchase or repurchase, Market share, Sales and Share growth

The relatively importance of brand awareness, meaning brand recall and recognition, depends to extend to which consumers make decisions in the store, where they are exposed to the brand and all the tangible brand elements physically present, versus outside the store, among other factors. In outside of the store the brand recall is more relevant and brand recognition may be more important to the extent that product decisions are made in the store. (Keller 1993, 3.) Because in those situations consumers must actively seek the brand and therefore be able to retrieve it from memory when appropriate. However, even though brand recall may be less im-

portant at the point of purchase, consumers' brand evaluations and choices will still often depend on what else they recall about the brand given that they are able to recognize it. (Keller 2008, 54.)

Important aspect of brand relationship is to recognize how the customers are linked to the brand and how they perceive it. Cross and Smith's (1995, 54-55) hierarchy of brand loyalty, commitment and bonding levels provide a set of constructs that are important in relationship- building. The hierarchy starts with brand awareness, where the most advertising objectives focus and at the top level is advocacy, and ends with the stage where the customers speaks on the company's behalf with testimonies about the effectiveness and/or quality of the products and brand. Cross and Smith's five level of bonding model is the following:

- **Brand awareness** – brand is included on customers consideration set
- **Brand identity** – customers proudly display the brand
- **Brand relationship** – customers communicate with company between purchases
- **Community** – customers talk to each other about the brand
- **Advocacy** – customers recommend the brand to others

Brand awareness represents the main factor for brand to be included in the buying decision process consideration set, as most of the consumers prefer buying brands they are aware of, meaning the brand are familiar to them or at least they have heard of the brands. Brand awareness also influences consumers' perceived risk assessment and their confidence in the purchase decision. In order to reduce the perceived risk associated to brand choice, it is essential for brand awareness to be generated. (Moisescu 2009, 109.)

In figure 4, it is simplified how the consumer's purchasing decision-making process proceed when looking at the brand awareness. Through gathering information, the consumer learns about competing brands and their features. The total set represents the all the brand available to the customer. The individual consumer will come to know only a subset of these brands, the awareness. Some brands, the consideration set, will meet initial buying criteria. As the consumer gathers more information, only a few, a choice set, will remain strong contenders. The consumer makes the final choice from this set. (Kotler et al. 2009, 248.)

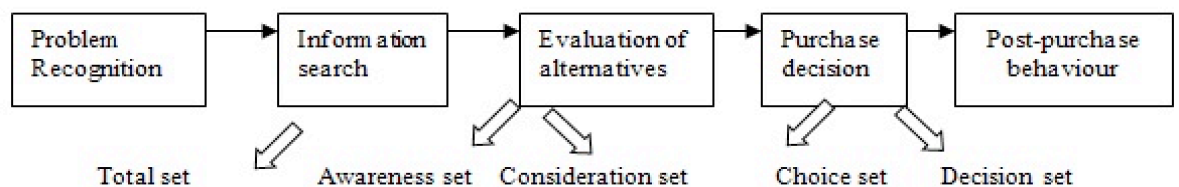


Figure 4. Successive sets involved in consumer purchasing decision-making (Kotler et al. 2009, 248)

In the evaluation stage, the consumer forms preferences among the brands in their choice set. The consumer may also form an intention to buy the most preferred brand. Consumer's brand or product knowledge, the number and similarity of brand choices and time pressure involved and the social context may all affect whether and how the consumers use choice heuristics. (Kotler et al. 2009, 251-252.) Noel (2009, 147) describes heuristics as being simplified decision rules that can be used as shortcuts to make purchasing decisions such as price and brand name.

Brand recognition provides the brand with a sense of familiarity - and consumers like familiar. In an absence of motivation to engage in attribute evaluation, familiarity of the brand may be enough. Petty's and Cacioppo's (1986), study suggests that consumers base choices on brand awareness considerations when they have low involvement, which could results from either a lack of consumer motivation (i.e. con-



sumers do not care about the product or service) or a lack of consumer ability (i.e. consumers do not know anything else about the brands).

Hoyer and Brown (1990) have studied the effects of brand awareness on choice for a common, repeat- purchase product. The results of the study indicate that brand awareness have a considerable effect on consumer choice. Furthermore, the results show that brand awareness is a dominant choice heuristic among brand awareness-group consumers. Consumers, with no brand awareness, tend to sample more brands and select the high- quality brands significantly more often than those with brand awareness. Therefore, building brand awareness is a viable strategy for advertising aimed at increasing brand-choice probabilities. (Hoyer & Brown, 1990, 141.)

Hoyer's and Brown's (1990) study also reveals that in the situation in which a known brand competes with unknown brand, the consumers are considerably more likely to choose the known brand. More particular, the results show that brand awareness is a prevalent choice tactic among inexperienced consumers facing a new decision task. Furthermore, the results of the study also suggest that the effects of awareness on choice may persist beyond the consumer's first choice from a product category. In addition, the consumers who are aware of the brand, tend to sample fewer brands and the consumers who are aware of the brand tend to choose the known brand even if it would be lower in quality compared to other brands. Therefore, advertising targeted at increasing brand awareness may be effective in increasing choice probabilities. (Hoyer & Brown, 1990, 145,147-148.) Moisescu (2009, 104) states also that it is also proven that only high accessible attitudes (brand with a high level of awareness) is relevant when purchasing or repurchasing a brand.

## 2.7 Measuring brand awareness

Reflecting the brand salience in the consumers' mind, measured according to the different ways in which consumers remember a brand, brand awareness can be as-

sessed at several levels such as brand recognition, recall, top-of mind and brand dominance. According to Aaker (1996, 10) brand awareness measures the range from recognition (“Has the consumer been exposed to the brand before?”) to recall (“What brands of the product category can the consumer recall?”) to top-of mind (“What is the first brand the consumer recall in the product category?”) to dominant (What is the only brand the consumer the consumer recall?”).

Measuring brand awareness means researching how well do the brand identities serve their function. In particular, brand name awareness relates to the likelihood that the brand name will come to mind and the ease with which it does. Brand awareness is measured with brand recall and brand recognition performance. (Keller 1993, 3.) Overall quantitative research techniques are means to approximate the breadth and depth of brand awareness (Keller 2008, 392).

Awareness is measured according to the different ways in which consumers remember the brand. According to Aaker (1996, 330), brand awareness can be measured on different levels including the following:

- Recognition (“Has the consumer heard about the brand?”)
- Recall (“What brands in the same segment / product category can consumer recall?”)
- Graveyard statistics (The recall level of those who recognize the brand)
- Top of mind (The first-named brand in a recall task)
- Brand dominance (The only brand recalled)
- Brand familiarity (The brand is familiar)
- Brand knowledge or salience (Consumer has an opinion about the brand)

Furthermore, brand awareness can be assessed through a variety of aided and unaided memory measures that can be applied to test brand recall and recognition. It is thought that consumers have retained more knowledge from the brand when they remember the brand in an unaided recall test compared to recall test where they have been given hints, and that both of these show superior knowledge and retention over simple recognition (Iacobucci & Churchill 2010, 182).

According to Iacobucci & Churchill (2010, 182-183), brand awareness could be measured by using one of the three approaches described in table 3. All three tests of memory – unaided recall, aided recall, and recognition – aim at assessing the respondent's awareness and knowledge. The three measures reflect differences in the extent to which consumers have cognitively processed (in depth and detail or more specifically).

Table 3. Approaches used to measure brand awareness (Iacobucci & Churchill 2010, 183)

**Unaided recall:** For example without being given any clues, consumers are asked to recall what advertisements they have seen recently. Prompting is not used because, presumably, even if prompting for the general product category were used, respondents would have a tendency to remember more advertisements in that product category.

**Aided recall:** Consumers are typically prompted in the form of questions for example related to advertisements in a specific product category. Alternatively, respondents might be given a list by showing the names or trademarks of advertisers.

**Recognition:** For example actual advertisements are shown or described to consumers, who are asked whether or not they remember seeing or recognizing each one.

Laurent, Kapferer & Roussel (1995) suggest three classical measures of brand awareness in a given product category: spontaneous (unaided) awareness (consumers are asked, without any prompting, to name the brands they know in the product category – in this case the unaided awareness of a brand is the percentage of interviewees indicating they know that brand), top of mind awareness (using the same question, the percentage of interviewees who name the brand first is considered) and, respectively, aided awareness (brand names are presented to interviewees – in this case the aided awareness of a brand is the percentage of interviewees who indicate they know that brand). (Moisescu 2009, 104.)

### **Measuring Brand recognition**

The most basic type of recognition procedures and measurements gives consumers a set of single items visually or orally and asks them if they thought that they had previously seen or heard these items (Keller 2008, 374). Consumers can be also given a set of brand names from a given product class and ask them to identify those that they have heard, seen or used before. Thus, although there needs to be a link between the brand and the product category, it needs not to be strong. (Aaker 1991, 65.) To provide a more sensitive test, it is often useful to include decoys, which consumers could not have possibly seen. In addition to "yes" or "no" responses, consumers also can be asked to rate how confident they are in their recognition of an item. In some cases, the brand element may be visually masked or distorted in some way or shown for extremely brief duration. By applying these direct and indirect measures of brand recognition, can determined which brand elements exist in memory and, to some extent, the strength of their association. One advantage to brand recognition measures versus recall measures is that they can be used in any modality. (Keller 2008, 374-375.)

## Measuring Brand Recall

Brand recall can be measure by asking consumers to name the brand in a product category. This is termed “unaided recall” because unlike as in brand recognition measurements the respondents are not aided by having names of the brands provided (Aaker 1991, 62). Different measures of brand recall are possible depending on the type of cues provided to consumers. Unaided recall on the basis of "all brands" provided as a cue, is likely to identify only the very strongest brands. (Keller 2008, 375-377.) The measurements, where is used various types of cues to help consumer recall are called “aided recall”. Brand recall can also be coded in terms of the order of recall to capture the extent to which the name is “top of mind” thus strongly associated with the product category in memory. The purpose of brand recall measure is to capture “top of mind” accessibility of brand in memory. (Keller 1993, 14.)

## 2.8 Brand identity and positioning

Brands need to be positioned clearly in the consumers’ minds. A strong coherent brand identity and position will be easier to remember. Brands, which have no strong identity and position, will not tend to be recalled. Furthermore, it would be better if there would be multiple, positive, coherent brand elements and association linked to the brand, to help the consumers to recall the brand. (Aaker 1996, 203.) For branding strategies to be successful and brand value to be created consumers must be convinced there are meaningful differences among brands in their product or service category (Kotler et al. 2009, 427).

Brand identity is the way a company aims to identify or position itself or its products or services (Kotler et al. 2009, 426). A brand identity provides direction purpose and meaning for the brand. It is central to a brand’s strategic vision and it also operates as the driver of one of the principal dimensions of brand equity: associations, which are the heart and soul of the brand. (Aaker 1996, 7-8.)

Positioning a brand means emphasizing the distinctive characteristics that make the brand different from its competitors and appealing to the public (Kapferer 2012, 152). Every brand has a brand position that will provide clear guidance that helps to appeal to the customer audience. Brand position is the part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brand. Thus, the brand position guides the current communication programs and is distinctive from the more general brand identity construct. (Aaker 1996, 71.) When positioning a brand, should establish a mission for the brand and a vision of what the brand must be and do (Kotler & Armstrong 2008, 232).

According to Kotler & Armstrong (2008, 231-232), brand position can be made in three levels. At the lowest level, position can be made on product attributes. However, attributes are the least desirable level for brand positioning. Due to, competitors can easily copy attributes. More importantly consumers are more interested in what the attributes will do for them. A brand can be better positioned by associating its name by desirable benefits. The strongest brands go beyond attribute or benefit positioning. They are positioned on strong belief and values. These brands pack emotional wallop. Successful brand engage customers to a deep, emotional level.

A well-conceived and implemented brand identity and position can be a powerful asset to a company, providing a source of sustainable advantage and a vehicle to help manage of the brand. A brand identity and position can do more than help customers to organize information about the brand; it can also help and guide companies to systemize brand strategies. A brand identity and position can also help companies to generate new and suitable marketing strategies for a brand. How brand identity and position create value to the brand is more precisely presented in figure 5. (Aaker 1996, 201-202.)

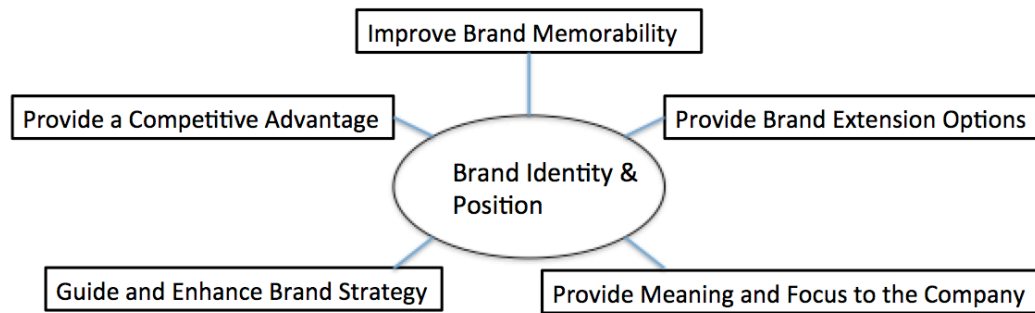


Figure 5. Meaning of brand identity and position (Aaker 1996, 202)

In terms of brand management, identity precedes image. Due to, before projecting an image to the public, the company must know exactly what they want to project. (Kapferer 2012, 151.) Knowledge of the brand image (how customers perceive the brand) could provide useful and even necessary background information when developing a brand identity. However, the brand identity should reflect the brand's enduring qualities even if they are not salient in the brand image. (Aaker 1996, 68-70.) For the desired brand image to be established in the minds of consumers, the companies need to convey brand identity through every available marketing mix variable. Furthermore, brand identity should be diffused in everything the company does. (Kotler et al. 2009, 426.)

### 3 Research Methodology

#### 3.1 Research design and survey strategy

A research design is the framework or plan for a study, used as a guide to collect and analyse the data. A research design ensures that the study will be relevant to the research problem and will use economical procedures. (Iacobucci & Churchill, 2010, 40.) Research design will be the general plan of on how the research questions will be answered. Research designs are classified into three traditional categories: descriptive, exploratory or explanatory. (Saunders, Lewis & Thornhill, 2009, 136-140.)

The choice of the most appropriate design largely depends on the objectives of the research (Burns & Bush, 2008, 103).

In this study, a descriptive research design is applied. Descriptive research is a type of conclusive research that has as its major object the description of something – usually market characteristics or functions. The characteristics of descriptive research are that it make a clear statement of the problem, defines clearly the information needed and that the research is pre-planned and structured. (Malhotra, 2010, 106-107.) This study applies descriptive research approach because it tries to portray an accurate profile of persons, events or situations. In addition it is necessary to have a clear picture of the phenomena of which the data is wished to collect prior to the collection of data. (Saunders et al. 2009, 140.)

The choice of a research strategy will be guided by the research questions and objectives and the extent of existing knowledge, the amount of time and resources available, as well as the philosophical underpinnings. Research strategies should not be considered as being mutually exclusive. (Saunders et al. 2009, 141.) In this study the research strategy used is the survey strategy.

The surveys strategy is usually associated with the deductive approach. It tends to be used for exploratory and descriptive research. Surveys are popular as they allow the collection of a large amount of data from a sizeable population in a highly economical way. Often obtained by using a questionnaire administered to a sample, these data are standardized, allowing easy comparison. In addition, the survey strategy is perceived as authoritative by people in general and is both comparatively easy to explain and understand. Using the survey strategy gives more control over the research process. In addition the usage of sampling enables to generate findings that are representative of the whole population at a lower cost than collecting data from the whole population. (Saunders et al. 2009, 144.)



The survey strategy allows the collection of data, which can be analysed quantitatively by using descriptive and inferential statistics. It is the most flexible way of obtaining the information based on questioning respondents. Surveys are used when research involves sampling a large number of people and asking them a series of questions. (Malhotra & Peterson 2006, 181.) In addition, the data collected using a survey strategy can be utilized to suggest possible reasons for particular relationships between variables and to produce models of these relationships. However, the data collected by the survey strategy is unlikely to be as wide-ranging as those collected by other research strategies due to, the limited number of questions that any questionnaire could contain. In addition, although the research is undertaken in context, the ability to explore and understand this context is limited by the number of variables of which data can be collected. (Saunders et al. 2009, 144-146.) Malhotra & Peterson (2006, 131-132) points out that because the research has to rely on respondents' self-reports, there can be limitations to the data gathering because of interview errors and respondents errors. Furthermore, samples can be biased, questions poorly designed and results misinterpreted.

### 3.2 Data collection method

Research methods determine the data collection techniques and analysis procedures. This study applies quantitative research method, where data collection technique (such as questionnaire) or data analysis procedure (such as graphs or statistics) generates and uses numerical data. To obtain more precise and generalized information, it is typical to use quantitative scale measures. In contrast, qualitative is used predominantly as a synonym for any data collection technique or data analysis procedure that generates or uses non-numerical data. (Saunders et al. 2009, 151.) However, Tashakorri and Teddlie (2003) suggest that individual quantitative and qualitative techniques and procedures do not exist in isolation. In this research the ques-

tionnaire also generates qualitative data in open-ended questions in the questionnaire.

The data collected for answering the research questions can be divided into primary and secondary data. Primary data refers to the information that is originated, developed and/or gathered by the researcher especially for the immediate research at hand. (Burns & Bush 2008, 106, 136.) Primary data is collected for the purpose of this study and it can be collected in several ways. In order to determine the data collection method the decision, whether to use communication or observation techniques, need to be made. Communication technique involves a questionnaire or survey, oral or written. The communication method of data collection has general advantages of versatility, speed and lower costs when compared to observation techniques. (Iacobucci & Churchill 2010, 142, 186.)

In different methods of data collection vary in the types of questions that can be asked, and in the amount and accuracy of the information that can be obtained from respondents. (Iacobucci & Churchill 2010, 191.) In this research, the communication method is applied and the primary data collection technique is by structured questionnaire.

### **Questionnaire**

Questionnaire, as a data collection technique, is often used within survey strategy. Questionnaire is a general term to include all techniques of data collection in which each person is asked to respond the same set of questions in a predetermined order. Questionnaires tend to be used for descriptive or explanatory research. Descriptive research, such as questionnaires of organizational practices, will enable to identify and describe the variability in different phenomena. (Saunders et al. 2009, 360.)

According to Saunders et al. (2009, 362) questionnaires work the best with standardized questions that can be interpreted the same way by all respondents. However, in the questionnaire it needs to take into consideration and ensure that it collects the precise data that is required to answer the research questions and to achieve the research objectives. In questionnaire there needs to be made some compromises including which of the questions are the most suitable and determining the population or sample from whom the data is collected. These decisions have to be made based on the research questions and objectives. (Saunders et al. 2009, 366.)

The design of the questionnaire differs according to how it is administered and based on how the replies are gathered. This research was conducted by structured interviewer-administered questionnaires, where interviewer reads the questions face-to-face to the respondents and records the responses based on each respondents' answers (Saunders et al. 2009, 363). Structured interviewer-administered questionnaires refer to those questionnaires where interviewers physically meet respondents and ask the questions face-to-face. In addition, in structured interviewer-administered questionnaires there is a defined schedule of questions from which interviewer should not deviate. (Iacobucci & Churchill 2010, 188-189.) According to Burns & Bush (2008, 199) there are four unique advantages that the interviewer-administrative questionnaire has. These advantages are: opportunity to feedback, rapport, quality control and adaptability.

In this research the structured questionnaires as a research design is applied. Structure is degree of standardization imposed on the questionnaire. Questions are presented with exactly the same wording, in the same order to all respondents. In a highly structured questionnaire, the questions to be asked and the responses permitted the respondents, are predetermined. By contrast, in an unstructured questionnaire, the questions to be asked are only loosely determined, and respondents are free to answer in their own words. Structured questionnaires are most commonly

used in marketing research. (Iacobucci & Churchill 2010, 188-189.) In this research, the reason for standardizing questions is to ensure that all respondents are replying to the same questions and the replies are comparable. The questionnaire used in this research is designed by defining the information needed to answer the research objectives and questions. In addition, based on the theory about measuring the brand awareness and previous brand awareness researches, the questionnaire was structured, designed, formed and modified.

In order to increase the validity and reliability of the research the questionnaire is designed to be as clear, explicit, objective and unbiased in addition to inform the purpose of the research. In order to being able to generate reliable data, there can't be used ambiguous words in the questionnaire. In addition, leading and biased questions have to be avoided. The questionnaire is also designed to follow the most logical ordering of the questions, moving from the highest level of awareness (top-of-mind) to the lowest level of awareness (aided awareness). (Malhotra & Peterson 2006, 299-304.)

### **Time horizons**

The time horizon, taken at a particular time and being representing of a particular event, is called cross-sectional. Cross-sectional studies measure units from a sample of the population at only one point of time. Because cross-sectional studies are one-time measurements, they are often described as "snapshots" of the population taken at a specific point of time (Burns & Bush 2008, 112). According to Iacobucci & Churchill (2010, 93.), the cross-sectional study has two distinguish features. First, it provides a snapshot of the variables of interest at a single point of time and second a sample is typically selected to be representative of some known universe. Cross-sectional study is the most frequently used in descriptive research designs (Malhotra 2010, 108).

In this study a single cross-sectional study was applied because the study only one sample of respondents was drawn from the target population, and the information was obtained from this sample only once. Furthermore, cross-sectional study was chosen because it employs the survey strategy and it is applied to describe the incidence of a phenomenon or to explain how factors are related. In addition, many case studies are based on research conducted over a short period of time. (Saunders et al. 2009, 155.)

### 3.3 Sampling

The objective of the research is to obtain information of the characteristics of a population. A population consists of all the elements that share some common set of characteristics and that comprise the universe for the purposes of the research problem. For all research questions and objectives, where it would be impracticable to collect data from the entire population, need to be selected a sample. A sample is a subgroup of the population selected for participation in the study (Malhotra 2010, 370- 371).

Sampling design begins by specifying the target population. The target population is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made. (Malhotra 2010, 372.) According to Iacobucci & Churchill (2010, 282), the target population needs to be defined explicitly and precisely in order to actually sample the target population rather than some other population due to an inappropriate sampling strategy. Imprecise definition of the target population can result in research that is ineffective or misleading (Malhotra 2010, 372).

The case company was primarily interested in receiving information from the potential target audience, men aged 20-55 -years- old, especially students and men in working age including in the labour force in Jyväskylä city area. In this research the

whole population consist of men in Jyväskylä and the target population consist of the case company's potential consumers, meaning men aged 20-55 years old in Jyväskylä, which include in the company's target audience. Therefore, the research is targeted to the students and men in working age in Jyväskylä.

After the target population of the study has been determined, a sample frame has to be constructed. A sample frame is a representation of the elements of the target population. It consists of a list or set of direction for identifying the target population. (Malhotra 2010, 373.) In this study the sample frame is difficult to determine from the target population because there do not exist a list of the company's potential customers.

Because it would have been impractical to study each case of the population in this study, a sampling technique was applied. Sampling techniques provide a range of methods that enables the researcher to reduce the amount of data needed to collect by only considering the data from a sub-group rather than all possible cases or elements. (Saunders et al. 2009, 210-212.) Sampling control concerns the researcher's ability to find designated respondents and to get the desired co-operation from the respondents (Iacobucci & Churchill 2010, 192).

The sampling techniques can be divided into two groups: probability sampling and non-probability sampling. With probability sampling the probability of each case being selected from the population is known and is usually equal for all cases. For non-probability samples, the probability of each cases being selected from the total population is not known thus it is impossible to answer the research questions or to address the objectives that require making statistical inferences about the characteristics of the population. However, it may be possible to make a generalization from a non-probability sample, but not on statistical grounds. (Saunders et al. 2009, 213, 233.) In this research the non- probability sampling is used because the sample is

selected based on the personal judgment of the researcher rather than chance to select sample elements. In non-probability sampling the researcher selects the sample arbitrarily, based on convenience, or make a conscious decision about which elements to include in the sample (Malhotra 2010, 376.)

In this study the convenience sampling technique was chosen as the sampling technique. Convenience sampling represents the sampling technique that attempts to obtain a sample of convenient elements and the selection of the sampling units is left to the interviewer. It involves those cases that are the most convenient to obtain for the sample. Often, respondents are selected because they happen to be in the right place at the right time. By using convenience-sampling technique, the sampling units are accessible, easy to measure, and co-operative. (Malhotra 2010, 377.) In this study the convenience sample is taken by self-selection sampling. In other words, the sample was taken by using researcher's own judgment to choose the elements, to be included in the sample, that are representative of the population. In addition, self-selection sampling allows each individual to identify their desire to take part in the research and the data is collected from those who respond. (Saunders et al. 2009, 241.)

### **Description of the sample**

The nature of the study also has an impact on the sample size. According to Malhotra (2010, 374-375), for conclusive research, such as a descriptive survey, a larger sample is required. While designing the study it would have been impossible to study each potential customer in Jyväskylä. Therefore, the study was concentrated on collecting data in different areas of Jyväskylä from men at the age of 20-55, especially students and men in working age.

The area that the survey was conducted was in a city of Jyväskylä. There were 135 780 habitants in Jyväskylä in 2014 and 45 722 of them were 15-56 -years old men

(Tilastokeskus, Väestö, 2015). In 2014 there were 7 200 students studying in Jyväskylän University of Applied Sciences and in University of Jyväskylä there were 14 648 students. In total, the share of people with higher education degree was in 2014 34,3 %. Labour force (employed and unemployed) was in total of 66 999 people, and the unemployment rate was 16,6% (average in 2014). (Jyväskylä pähkinäkuoressa, 2015.)

Due to the research would have been impractical and too resource-intensive resource-wise to organize to cover the whole Jyväskylä area, this research was implemented by conducting the survey on Kantakaupunki, Lohikoski-Seppälänkangas and Keljo areas of Jyväskylä (figure 6). According to website of city of Jyväskylä at the end of 2013 there were 26 388 inhabitants living in Kantakaupunki, 4 684 people living in Lohikoski- Seppälänkangas area and 5 937 people living in Keljo. At the end of 2012 there were 11 777 employed person in Kantakaupunki, 1 982 employed person in Lohikoski- seppälänkangas and 2 664 employed person in Keljo and the share of people with higher-level education was at the end of 2012 36.6% in Kantakaupunki, 37.5% in Lohikoski-Seppälänkangas and 39.1% in Keljo. (Tietoja Jyväskylästä suuralueittain, 2014.)

In Kantakaupunki area the data was collected in all the campus areas of Jyväskylän University and University of Applied Sciences campuses and in the city centre of Jyväskylä. In Keljo the data was collected in Keljonkeskus shopping centre and in Seppälänkangas in Kauppakeskus Seppä.



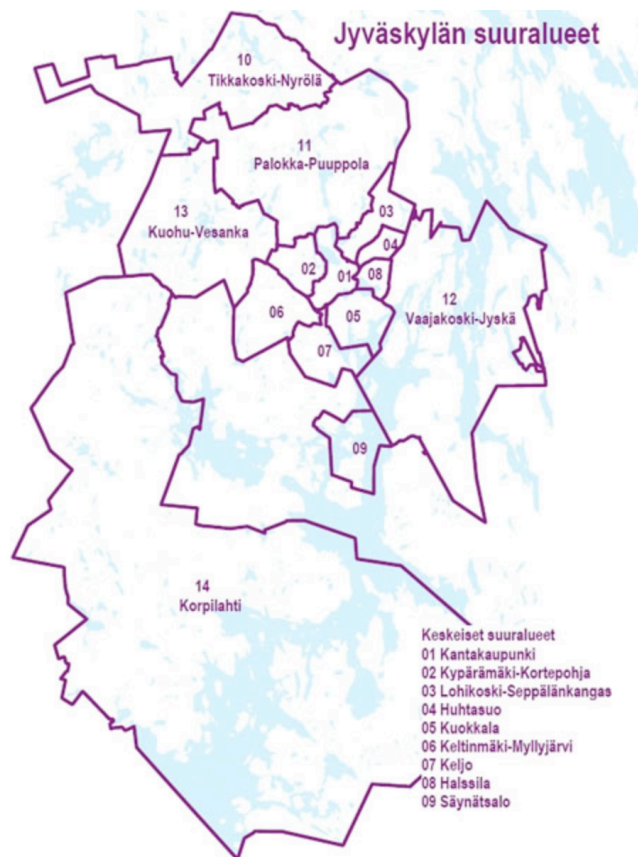


Figure 6. Map of the main areas in Jyväskylä (Suuraluekartta, 2014)

There were 135 respondents in the study. In conclusive research such as a descriptive survey, large sample is required (Malhotra & Peterson 2006, 328). In this study the sample size (N=135) is relatively low due to the sample size should be adjusted for the incidences of eligible respondents and the completion rate.

The questionnaire was targeted to the potential target audience of Brothers. Based on the pre-determined factors such as age and sosio -economical status of the respondents the sample was chosen. The data collection concentrated mainly on students but it was important include also men in other sosio-economic groups to the research. The data was collected in various Universities in Jyväskylä in addition to Jyväskylä city centre and its surrounding areas. In the questionnaire the age of the

respondents was discovered, by asking the year of birth. After gathering the answers, the age variable was modified for the analysis according to Statistics Finland population division by age groups, used in official statistics (Population by age group, end - 2014, 2015).

The majority of the respondents were born between the years 1990-1995 (64 %, n=87) and between the years 1985-1989 (14 %, n=19). Meaning, most of the respondents were 20-30 –years-old men. 5 % (n=7) of respondents were born between the years 1980-1984. 13 % (n=18) of the respondents were born between the years 1960-1979 and the rest of the respondents were born between the years 1950-1959 (2%, n=4)

The classification between the respondents' socio- economic status was determined based on Statistics Finland's classification of Socio-economic Groups. From top level to detailed structure of the classification is:

- Self-employed persons
- Upper-level employees with administrative, managerial, professional and related occupations
- Lower-level employees with administrative and clerical occupations
- Manual workers
- Students
- Pensioners
- Others

(Classification of Socio-economic Groups 1989, N.d.)

The following table (table 4) presents the socio- economical status of the respondents. Most, 61 % (n=82), of the respondents were students. Manual workers were

the second biggest group of the respondents by 24 % (n=33). Men working in lower-level positions with administrative and clerical occupation were 4 % (n=6) of the respondents and 4 % (n=6) of the respondents were men working in upper-level positions with administrative, managerial, professional and related occupation. 6 % (n=8) of the respondents were self-employed or entrepreneurs. There were no unemployed persons, pensioners or belonging to group others among respondents. Classification according to sosio-economic groups of the replies is presented in figure 7 below.

Table 4. Sosio-economic status of the respondents

	N	135 %
Student	82	61
Manual worker	33	24
Self-employed or Entrepreneur	8	6
Lower-level employee	6	4
Upper-level employee	6	4
Unemployed or Pensioner	0	0
Other	0	0
Total	135	100

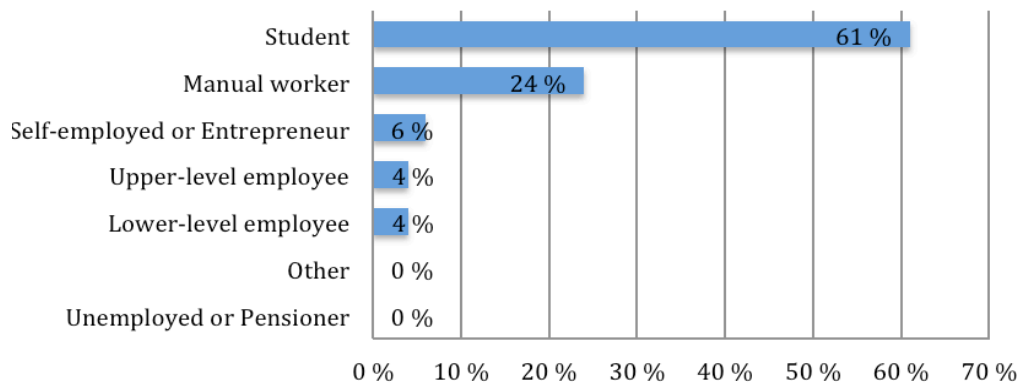


Figure 7. Sosio-economic status of the respondents

### 3.4 Data analysis

There are two research approaches to analyse data; deductive and inductive approaches. In the deductive, the researcher develops hypothesis based on existing theory and designs a research strategy to test the hypothesis. In the inductive approach, the researcher collects data and develops a theory as a result of the data analysis. (Saunders et al. 2009, 124.)

The deductive approach is applied in this study, as the research was made based on existing theory. Furthermore, the research utilizes the collection quantitative data and it aims to explain causal relationships between variables, which is characteristic for deductive approach. In addition, the research uses highly structured methodology to facilitate replication, which is an important to ensure reliability. (Saunders et al. 2009, 125.) When working deductively (from theory to data), the data will be analysed against the theoretical framework (Saunders et al. 2009, 259). Secondary data analysis is referred to the process of searching for and interpreting existing information relevant to the research objectives (Burns & Bush 2008, 106).

Quantitative research typically involves statistical analysis of data in order to provide descriptive results such as the relationship among variables, such as age, income, marital status, country or purchasing behaviour (Winer & Dhar 2011, 68). When selecting a data analysis strategy, the researcher must begin by considering the earlier steps in the research process, problem definition, development of an approach and research design. The next step is to know to consider the known characteristics of the data. It is also important to take into consideration the properties of the statistical techniques, particularly their purpose and underlying assumptions. (Malhotra & Peterson 2006, 415.)

Data analysis provides valuable insights and guides to rest of the data analysis as well as the interpretation of the results. A frequency distribution should be obtained by

for each variable in the data. The analysis produces a table of frequency counts, percentages and cumulative percentages for all the values associated with the variable. It indicates the extent of out-of-range, missing or extreme values. Cross-tabulations are tables that reflect the joint frequency distribution of two or more variables. The chi-square statistics provides a test of the statistical significance of the observed association in a cross- tabulation. (Malhotra & Peterson 2006, 415.)

The answers of the questionnaire were coded and analysed by using Webropol-tool. In data analysis there was also utilized Excel and SPSS. The original questionnaire in Finnish is included in appendixes (Appendix 1) and translated in English (Appendix 2). The data was analysed by the frequency distribution tables and figures, hypothesis testing and cross-tabulations. In addition chi-square statistics were used to test the statistical significance of the observed associations in the cross- tabulation.

### 3.5 Research implementation

In this study, an interview-administrated survey was conducted to investigate the brand knowledge meaning the level of brand awareness and brand image of the case company as well as giving indications about the buying behaviour of the company's potential target consumers in Jyväskylä. The information about the purpose of the research was provided in the questionnaire. Furthermore, the respondents were told that their identities would be kept anonymous when processing the results. The research was implemented by collecting data in different location described above in the Jyväskylä area. The author recorded the answers on the questionnaire based on respondents' answers. The author chose the sample units, based on the factors determined by case company about the potential target audience.

The objective of the questionnaire was to study the awareness of Brothers in Jyväskylä. The level of brand awareness was measured by using top-of-mind- method, which includes three different levels of awareness. The levels that were observed

in this study are top-of-mind level, unaided awareness level and aided awareness level. All of these were described and explained in more detail in the previous section of the thesis. The questionnaire form was designed to be accurate and precise as possible. The layout was designed so that the questions are understandable and consistent. The questionnaire was designed keeping in mind that the collected data is in the right form for analysis and decoding and that it generates the information needed.

A draft of the questionnaire was sent to Brothers store manager and changes and additions to the questionnaire were made according to the store manager's comments. The questionnaire was piloted among twenty-six men. The questionnaire was edited and alterations were made to it based on the piloting results. These changes were that "H&M", "Seppälä", "Halonen", "JC", "Aleksi13" and "Carlings" were added as options in the questions that lists the different menswear stores in Jyväskylä. In addition in the question "Do you have a favourite menswear store?" the option "I do not have a favourite" was added.

The data was collected between 11.2.2015- 11.3.2015 in the areas described above in the main Jyväskylä area. All of the respondents were men. Therefore, gender was not considered to be included as one of the background variables. The background variables were determined to be the age of the respondent, the socio-economic status of the respondent and the frequency of visiting in Jyväskylä's menswear stores. The awareness of Brothers in Jyväskylä, was discovered by researching the top of mind, unaided and aided awareness. The structured questionnaire functioned as a data collection method. The questionnaire form is included in appendixes (appendix 1 and appendix 2).

## 4 Research results

When asked about, how frequently the respondent visits menswear stores in Jyväskylä, 52 % (n=70) of the respondents answered visiting them frequently, once or twice a month as presented in table 5 below. 19 % (n=26) said visiting the menswear stores three or four times a year. 15 % (n=20) answered that they visit them weekly. 11 % (n=15) of the respondents visit the stores more rarely, once or twice a year and 3 % (n=4) answered that they visit the clothing stores that sell menswear less frequently than that or never. The frequency of visiting the menswear stores in Jyväskylä is indicated in figure 8 below.

Table 5. Frequency of visiting the menswear stores in Jyväskylä

	N	135 %
Once or twice a month	70	52
Three or four times a year	26	19
Weekly	20	15
Once or twice a year	15	11
Less frequently or never	4	3
Total	135	100

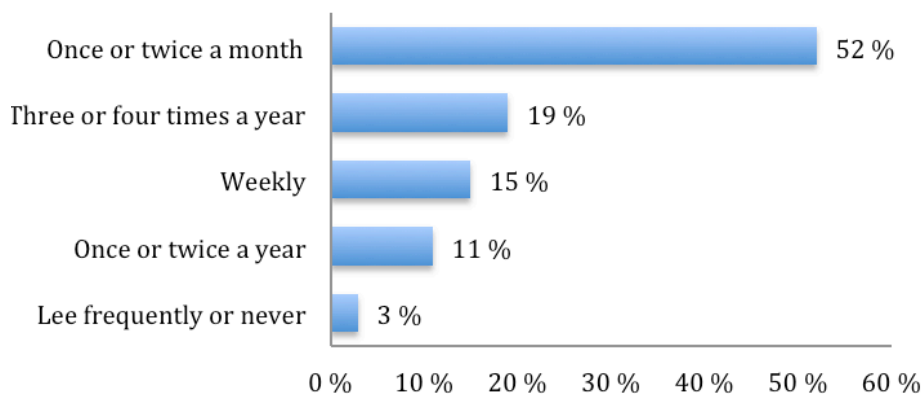


Figure 8. Frequency of visiting the menswear stores

#### 4.1 Top of mind awareness

Top-of-mind awareness was studied by asking, “What menswear store in Jyväskylä comes to your mind?” and by recording the first answer in order to discover the top of mind choice of the consumers. The majority (24 %) of the respondents answered Dressmann, 19 % answered Jack & Jones and 12 % Brothers. H&M (10 %) and Carlings (9 %) were also commonly named as the stores that came to mind at first among the respondents. The top-of-mind awareness is described in table 6 below.

Table 6. Top-of-mind awareness

	N	135 %
Dressmann	32	24
Jack & Jones	26	19
Brothers	16	12
H&M	14	10
Carlings	12	9
Sokos	8	6
Kekäle	7	5
Beyond	7	5
JC	5	4
Halonen	2	2
Urheva	2	2
Seppälä	2	2
Pukumies	1	1
Aleksi13	1	1
Total	135	100

From figure 9 below it is clearly seen that Dressmann and Jack & Jones has the strongest position in the minds of respondents. Brothers was third most common menswear store that came to the minds of respondents at first. This is a positive result for the case company because it got a better result, with stronger level of top-of-mind awareness, than some of its other competitors such as Sokos, Kekäle and Pukumies.



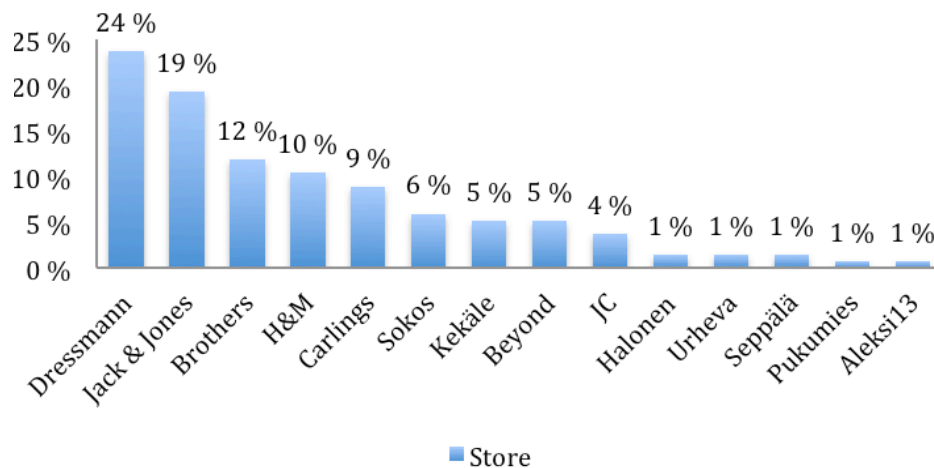


Figure 9. Top-of-mind awareness

The results show that there are slight differences between different socio-economic groups when comparing the answers on question concerning top-of- mind awareness. Among students the most common menswear store that came first to their minds was Jack & Jones, as 26 % of students answered it. Brothers was the fourth most common answer with 11 % of the student respondents said it at first. Among manual workers the most common answer to the top-of-mind question was Dressmann with 27 % answered it. 12 % of manual workers answered Brothers at first menswear store that came first in mind.

Among employees working in lower-level positions with administrative and clerical occupations Brothers was the most common answer with 33 %. Meaning Brothers has the highest level of awareness among the employees working in a lower level position. However, no one of the employees working in upper-level positions with administrative, managerial, professional and related occupations answered Brothers as the first store that came to their minds. Among self-employed employees and entrepreneurs the most common answer on the top-of-mind awareness questions was Dressmann with 38 % and only 13 % answered Brothers (table 7).

Table 7. Comparison of top-of-mind awareness between different socio-economic groups

N	Total 135 %	Student 82 %	Manual worker 33 %	Lower-level employee 6 %	Upper-level employee 6 %	Self-employed 8 %
Jack & Jones	19	26	9	17	0	13
Dressmann	24	22	27	0	33	38
Brothers	12	11	12	33	0	13
Kekäle	5	2	12	0	17	0
Pukumies	1	0	3	0	0	0
Sokos	6	2	3	17	33	25
Halongen	1	0	0	17	17	0
Urheva	1	1	0	0	0	13
Beyond	5	7	3	0	0	0
Carlings	9	9	15	0	0	0
JC	4	5	3	0	0	0
H&M	10	13	9	0	0	0
Seppälä	1	1	0	17	0	0
Mick's	0	0	0	0	0	0
Marks & Spencer	0	0	0	0	0	0
Aleksi13	1	0	3	0	0	0
Other	0	0	0	0	0	0
Total	100	100	100	100	100	100

Chi- square test is used to test the statistical significance of the observed association in cross-tabulation. It assists in determining whether a systematic association exists between the two variables. The Chi2 test is indicated with p-value, which describes if the result is statistically significant. If the result is statistically significant ( $p < 0.05$ ), result is significant. The minimum amount of expected frequencies should be not less than 5 in more than 20 % of the cells and the minimum expected frequency should not be less than 1. (Malthotra & Peterson 2006, 445.) Between the top-of- mind awareness and sosio -economic status of the respondents the defence is significant. The minimum expected frequency is 0.044,  $\text{Chi}^2 = 86.14$  ( $p = 0.002$ ) and  $1-p = 99,8 \%$ . However, more than 20% of the frequencies are less than 5, which means that the rules of Chi2 are not really applicable.

When there is association between two variables, the strength of the relationship should be investigated. Correlation coefficient analysis is used to measure the strength of associations. The nearer correlation coefficient (R) is 1 or -1, the stronger the correlation is. (Malthotra & Peterson 2006, 445.) Correlation coefficient between

the top-of-mind awareness and sosio-economic status of the respondents is very weak,  $r = -0.07$ , meaning there is too little observations to indicate the statistical significance between the two variables.

## 4.2 Unaided awareness

The unaided awareness was discovered by asking, what other menswear stores the respondents knew from Jyväskylä. In the questionnaire (Appendix 1), this question was presented and measured after the top-of-mind question. Therefore the respondents were not able to mention the same store, which they mentioned in the previous question measuring the top-of-mind awareness. In this question the respondents were able to answer more than one option and the interviewer recorded all the answers given by the respondent. Therefore, the total percentage is not 100 % for this question.

The majority of the respondents 35 % ( $n=47$ ) named H&M when measured the unaided level of awareness. In addition, Jack & Jones with 33 % ( $n=45$ ), Sokos 30 % ( $n=40$ ) and Dressmann with 27 % ( $n=37$ ) were the most commonly answered when asked, what other men's clothing stores located in Jyväskylä respondents knew. In other words, most of the respondents were able to recall H&M, Jack & Jones, Sokos and Dressmann from their memory without any help or aid by the interviewer. The menswear stores mentioned by the respondents in the question measuring the unaided level of awareness is presented in table 8 below.

Table 8. Unaided awareness

	N	135 %
H&M	47	35
Jack & Jones	45	33
Sokos	40	30
Dressmann	37	27

Brothers	30	22
JC	25	19
Carlings	20	15
Kekäle	18	13
Halonen	15	11
Pukumies	11	8
Beyond	11	8
Urheva	8	6
Seppälä	8	6
Mick's	5	4
Marks & Spencer	4	3
Other	1	0,7
Aleksi13	1	0,7
Total	326	241

Brothers was mentioned by 22 % (n=30) of the respondents as the menswear stores that the respondents knew from Jyväskylä. However, this result is not positive for the company when considering that almost half of the respondents were able to better recall some of Brothers' main competitors. Meaning that the respondents were able to remember and recall the competitive stores such as Jack & Jones, Sokos and Dressmann better than Brothers, when asked about what menswear stores they knew from Jyväskylä. The results of the unaided awareness between different menswear stores in Jyväskylä are illustrated in figure 10 below.

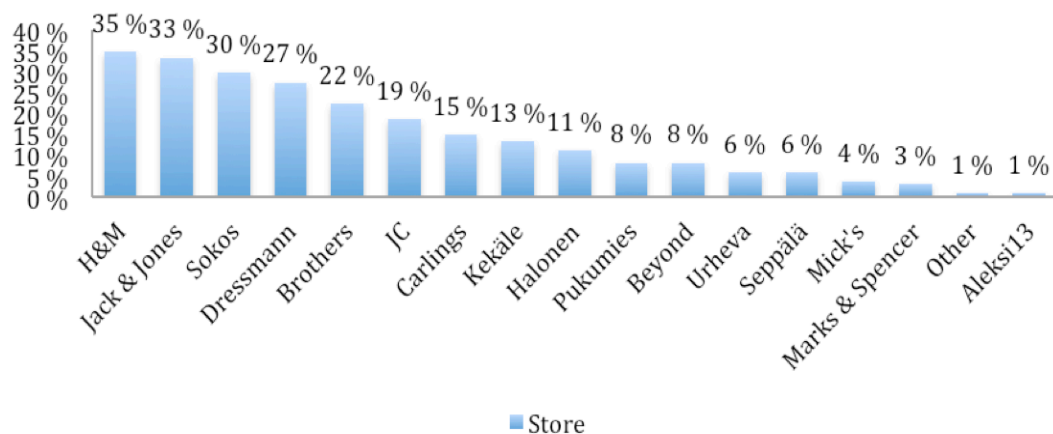


Figure 10. Unaided awareness

When compared the answers in unaided level of awareness between different socio-economical groups, most of the students were able to recall and named H&M (44%) and Jack & Jones (39 %) as the menswear store that they were aware exiting in Jyväskylä. Among manual workers the most familiar menswear store in Jyväskylä was Sokos as 36 % of the manual workers named it. In addition Jack & Jones (36 %) and Dressmann (33%) were menswear stores, which the manual workers were able to name the stores without, given any clues or aids. Employees, working in lower-level positions, named H&M and Dressmann both with 33 % as the menswear store that they knew from Jyväskylä. Among employees working in upper-level positions Sokos and Halonen with 50 % were the most common answers that the respondents were able to name as the menswear store that they knew in Jyväskylä. Unaided level of awareness when compared to different group is described in table 9 below.

23 % of students and 27 % of manual workers recalled Brothers as the menswear store that they knew. No one of the people working in the lower-level position named Brother. However, the most (33 %) of the lower-level employees were aware of Brothers when measured the top-of-mind awareness. Only 17 % of the people working in upper-level positions and 13% of self-employed employees was able to mention Brothers as the store they knew.

Table 9. Comparison of unaided awareness between different socio-economic groups

	Total	Student	Manual worker	Lower-level employee	Upper-level employee	Self-employed
N	135	82	33	6	6	8
	%	%	%	%	%	%
Jack & Jones	19	26	9	17	0	13
Dressmann	24	22	27	0	33	38
Brothers	12	11	12	33	0	13
Kekäle	5	2	12	0	17	0
Pukumies	1	0	3	0	0	0
Sokos	6	2	3	17	33	25
Halonen	1	0	0	17	17	0
Urheva	1	1	0	0	0	13
Beyond	5	7	3	0	0	0
Carlings	9	9	15	0	0	0
JC	4	5	3	0	0	0
H&M	10	13	9	0	0	0
Seppälä	1	1	0	17	0	0
Mick's	0	0	0	0	0	0
Marks & Spencer	0	0	0	0	0	0
Aleksi13	1	0	3	0	0	0
Total	100	100	100	100	100	100

Between the unaided awareness and socio-economic status of the respondents the difference is not significant. The minimum expected frequency is 0,  $\chi^2 = 77.68$  ( $p = 0.198$ ) and  $1-p = 80,2\%$ . However, more than 20% of the frequencies are less than 5 hence the rules of  $\chi^2$  are not really applicable. Correlation coefficient between the unaided awareness and socio-economic status of the respondents is very weak,  $r = -0.13$ , meaning there is too little observations to indicate the statistical significance between the two variables.

### 4.3 Aided awareness

The level of aided awareness was measured for Brothers for the menswear stores in Jyväskylä that are considered as Brothers' main competitors. Aided awareness was measured, by naming Brothers and their most significant competitors in Jyväskylä to the respondents if they had not mention those stores earlier in the questionnaire. The interviewer only mentioned those menswear stores, which had not been discovered by the respondent during the previous questions of the questionnaire (Appendix 1.). In other words, only those specially determined menswear stores were pre-

sented, which had not been mentioned by the respondents when answering the questions related to either top-of-mind awareness or unaided awareness. The respondents were given the alternative to answer either yes or no when asked if they knew the store. The results of the question are presented in table 9.

As illustrated in figure 11 and table 10, the respondents, who were asked about the aided awareness level towards the menswear store, 100 % (n=62) were able to recognize Dressmann as a store that they knew at least by its name. Sokos was recognized by the 99 % (n=90) of the respondents, who were asked if they knew the store. 95 % (n= 61) of the respondents were familiar with Jack & Jones when asked if they knew the stores by name. The results of aided awareness when compared to its main competitors in Jyväskylä are presented in table 10 and figure 11.

Table 10. Aided awareness

	<b>Jack &amp; Jones</b>	<b>Brothers</b>	<b>Dressmann</b>	<b>Kekäle</b>	<b>Pukumies</b>	<b>Sokos</b>
N	64	90	62	110	122	91
	%	%	%	%	%	%
Yes	95	73	100	74	72	99
No	5	27	0	26	28	1
Total	100	100	100	100	100	100

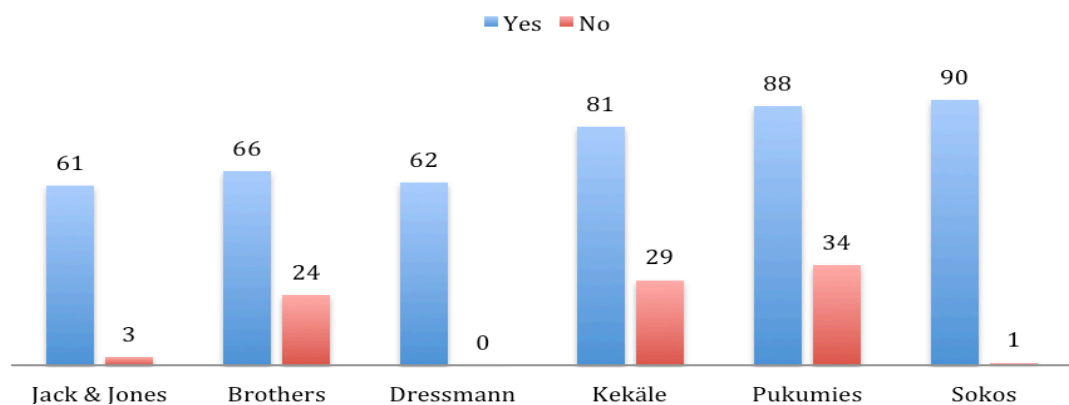


Figure 11. Aided awareness

Out of all the respondents, 67 % (n=90) did not mention Brothers in the earlier stages of the questionnaire, when measured the top-of-mind level of awareness and unaided level of awareness. Regarding those respondents it was relevant to ask the question concerning the aided awareness towards Brothers as a brand.

As presented in table 11 below, among 67 % (n= 90) of all the respondents were measured about aided awareness towards Brothers as a brand. 73% (n=66) were able to recognize Brothers at least by its name and the rest 27 % (n=24) did not acknowledge or know the brand by its name.

Table 11. Aided awareness of Brothers

	N	%
Yes	66	73
No	24	27
Total	90	100

Among the students 81 % of the 90 respondents were able to recognize Brothers when they were told the name of the brand and 60 % of the manual workers recognized Brothers by its name. All, 100 %, of the employees working in a lower-level positions and 50 % of the employees working in a upper-level positions were aware of Brothers when asked if they knew it by name. This is a good signal to the company that they have managed to establish an awareness among one of the socio - economic group of their target audience. All of the respondents, working in lower level position, were aware of the brand at least at some of the level of awareness. There were 67 % of the self-employed employees that recognized Brother by its name (table 12).



Table 12. Comparison of aided awareness of Brothers between different socio-economic groups

	Total	Student	Manual worker	Lower-level employee	Upper-level employee	Self-employed person
N	90 %	54 %	20 %	4 %	6 %	6 %
Yes	74	81	60	100	50	67
No	26	19	40	0	50	33
Total	100	100	100	100	100	100

Between the aided awareness and socio-economic status of the respondents the defence is not significant. The minimum expected frequency is 1.022,  $\chi^2 = 7.05$  ( $p = 0.133$ ) and  $1-p = 86,7\%$ . However, more than 20% of the frequencies are less than 5 hence the rules of  $\chi^2$  are not really applicable. Correlation coefficient test showed that between the aided awareness and socio-economic status of the respondents is very weak,  $r = 0.16$ , meaning there is too little observations to indicate the statistical significance between the two variables.

The results indicate that between the frequencies of visiting the menswear stores in Jyväskylä and aided awareness towards Brothers there is a correlation. Those respondents that visit the menswear stores more frequently were also able to recognize Brothers by its name better than those respondents, who do not visit the menswear stores that frequently. As described in table 13 below, the respondents, who visited menswear stores frequently and more repeatedly, were also able to recognize Brothers store at least by its name better.

Table 13. Comparison of aided awareness of Brothers between the frequencies in visiting the menswear stores

	Weekly	Once or twice a month	Three or four times a year	Once or twice a year	Less frequently or never	
N	90	11	42	19	14	4
	%	%	%	%	%	%
Yes	74	91	90	63	43	25
No	26	9	10	37	57	75
Total	100	100	100	100	100	100

The correlation coefficient test showed that between the aided awareness and the frequency of visiting the menswear stores there is a modest correlation,  $r = 0,46$ , between the two variables. Between the aided awareness and the frequency of visiting the menswear stores the difference is very significant. The minimum expected frequency is 1.022,  $\chi^2 = 21$  ( $p = 0.0$ ) and  $1-p = 100\%$ . However, more than 20% of the frequencies are less than 5 hence the rules of  $\chi^2$  are not really applicable.

#### 4.4 Favourite and the latest menswear store that the respondent visited

In order to discover, what was the latest menswear store that the respondent visited, the question related to latest purchasing place was included in the questionnaire. Table 14 describes the results of the question "What was the latest menswear store that you made a purchase from?" The most common answer among all of the respondents in this question was Jack & Jones with 17 % ( $n=23$ ). Dressmann, Sokos and H&M were the latest purchasing place for 16 % of the respondents. 9 % ( $n=12$ ) answered Carlings as the latest menswear store that they purchased from. Only 8 % ( $n=6$ ) of the respondents said that the latest menswear store that they purchased from was Brothers.

Table 14. Latest menswear store in Jyväskylä that the respondent made a purchase from

	N	135 %
Jack & Jones	23	17
Dressmann	22	16
Sokos	22	16
H&M	21	16
Carlings	12	9
Brothers	8	6
Beyond	7	5
Kekäle	6	4
JC	3	2
Pukumies	2	1
Seppälä	2	1
Mick's	2	1
Marks & Spencer	1	1
Aleksi13	1	1
Halonen	1	1
Urheva	1	1
Other	1	1
Total	135	100

When asked about the favourite menswear store in Jyväskylä, most 17 % (n=23) respondents answered Dressmann. Jack & Jones was the favourite menswear store among 15 % (n=20) of the respondents and H&M among 13 % (n=17) of the respondents. Only 10 % (n=13) of the respondents answered Brothers as their favourite menswear store in Jyväskylä. The results of this question are presented in table 15 below.

Table 15. Favourite menswear store in Jyväskylä of the respondents

	N	135 %
Dressmann	23	17
Jack & Jones	20	15
H&M	17	13
Brothers	13	10
Carlings	13	10
Do not have a favourite	12	9
Sokos	11	8
JC	5	4
Kekäle	6	4
Beyond	6	4
Halonen	3	2
Urheva	1	1
Aleksi13	1	1
Seppälä	2	1
Other	2	1
Pukumies	0	0
Mick's	0	0
Marks & Spencer	0	0
Total	135	100

The results of the correlation coefficient analysis showed that there is a modest correlation ( $r=0,48$ ) between the top-of-mind awareness and the favourability of the menswear stores in Jyväskylä. Meaning respondents named the same store when investigated about to-of-mind awareness and favourite menswear store. This correlation is illustrated in figure 12 below. Between the top- of -mind awareness and favourite menswear store of the respondents the defence is very significant. The minimum expected frequency is 0.0074,  $\text{Chi}^2 = 1026.1$  ( $p= 0.0$ ) and  $1-p = 100 \%$ . However, more than 20% of the frequencies are less than 5 hence the rules of  $\text{Chi}^2$  are not really applicable.

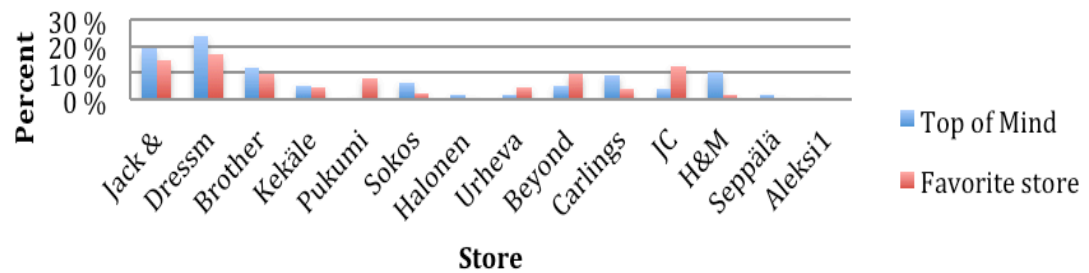


Figure 12. Comparison of top-of-mind awareness between the favourite menswear stores

There was also a modest correlation ( $r=0,45$ ) between the favourite menswear store and the latest store that the respondent visited. Meaning, that the latest menswear store that the respondent visited was also the favourite menswear store. This correlation is illustrated in figure 13 below. Between the latest purchasing place and favourite menswear store unawareness defence is very significant. The minimum expected frequency is 0.0074,  $\chi^2 = 929.77$  ( $p = 0.00$ ) and  $1-p = 100\%$ . However, more than 20% of the frequencies are less than 5 hence the rules of  $\chi^2$  are not really applicable.

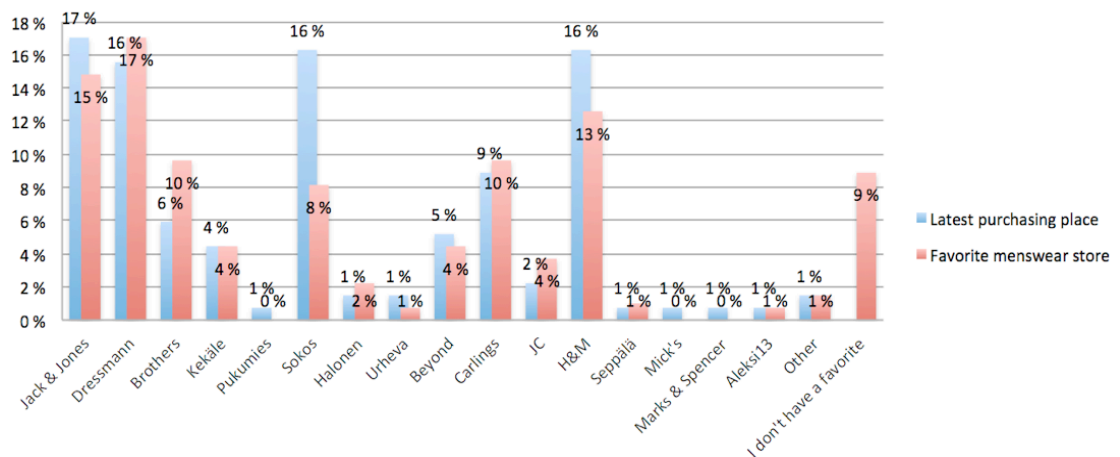


Figure 13. Comparison of latest purchasing place between the favourite menswear stores

#### 4.5 Brothers brand image

From the respondents, who were aware of the Brothers as a brand, were discovered about the brand image of the company by asking “What associations comes to their mind about Brothers?”. 83 % (n=112) of all the respondents had some level of aware towards Brothers as a brand. From those respondents were asked, what comes to their mind about Brothers. The results are shown in table 16. Most of the respondents, who were aware of the brand, were able to identify Brothers as a clothing store and create association based on the product category as Keller (1993) describes in the theory. The brand was also associated based on its target audience and style of the clothes.

Most common associations that came to respondents mind were clothing store, quality and expensive. Other associations that came into respondents’ mind about Brothers were stylish, trendy, smart-casual, business wear. As figure 14 indicates, 7 % of the respondents of this question do not have any images towards the brand. However, the respondents did not associate the brand with a good customer service, which is one of the main competitive advantages that the company mission and vision states and by which the company identifies itself in the market.

Table 16. Brand image of Brothers

Positive image of Brothers	Negative images of Brothers	Neutral answers
<p>Good quality</p> <p>Stylish and well-groomed clothes for men</p> <p>Smart casual</p> <p>Business-wear</p>	Expensive	<p>Clothing store</p> <p>Does not create any special associations</p> <p>Clothes targeted for older men</p>

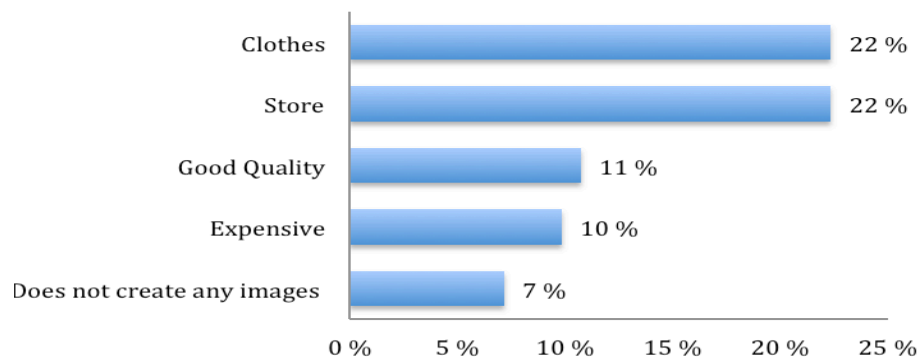


Figure 14. Brand image of Brothers

#### 4.6 Brothers marketing communications and customer loyalty

From 83 % (n=112), of all the respondents, who had some level of awareness towards Brothers as a brand were asked questions related to customer loyalty by asking the frequency of visiting in Brothers Jyväskylä store and about the likelihood of the respondent visiting the Brothers store again in the future. Marketing communications and the effectiveness of different marketing implications were researched by asking the source of information regarding the brand.

The results of these questions is presented in table 17. The respondents that knew Brothers as a brand were asked, "Where they got the informatio about the brand?". The majority, 61 %, (n=68) had got the information from seeing or noticing the store while visiting the Forum -shopping center where the store is located. 9% (n=10) said thay had heard about the store from another person and 7 % through student associations of the University or store window advertisement. This means that store location and placement is a very effective marketing means for Brothers in addition to word-of-mouth marketing.

Table 17. Source of information where the respondent has had the information about Brothers

	N	112 %
Company's Facebook page	1	1
Advertisement in Forum- shopping centre	2	2
Company's website	3	3
Newspaper advertisement	5	4
By visiting Brothers store in another city in Finland	7	6
Store window advertisement	8	7
Through Jyväskylä University's Subject Association of the Students	8	7
From family member, friend, partner, colleague or some other person	10	9
By seeing/noticing the store while visiting in Forum-shopping centre	68	61
Total	112	100



The 112 respondents that were aware of the Brothers as a brand were also asked about, how frequently they visit the Brothers store located in Jyväskylä. Of those respondents, the majority 39 % (n=44) answered that they visit Brothers store rarely, only once or twice a year. 24 % (n=27) answered that they visit even less frequently or never. 19 % (n=21) of the respondents, who were aware of the brand, visit Brothers store in Jyväskylä more frequently once or twice a month. Only 3 % of the respondents said that they visit the store weekly. The frequency of visiting in Brothers is shown in table 18 below.

Table 18. Frequency of visiting in Jyväskylä's Brothers store

	N	112 %
Weekly	3	3
Three or four times a year	17	15
Once or twice a month	21	19
Less frequently or never	27	24
Once or twice a year	44	39
Total	112	100

Table 19 presents the likelihood of a respondent, aware of Brothers, visiting the Brothers store in the future. When asked, "How likely it is that the respondent will visit the Brothers store again in the future?", the majority 39 % (n=44) of the 112 respondents answered very likely. 36 % (n=40) said to visit the store quite likely and 21 % (n=23) quite unlikely. Only 4 % answered that it is very unlikely for them to visit the store again in the future.

Table 19. Likelihood of visiting Brothers store in the future

	N	112 %
I do not know	1	1
Very unlikely	4	4
Quite unlikely	23	21
Quite likely	40	36
Very likely	44	39
Total	112	100

Between the frequency of visiting the Brothers store and the likelihood of visiting the store also in the future, there is a very significant difference. The minimum expected frequency is 0.027  $\chi^2 = 91.97$  ( $p = 0.00$ ) and  $1-p = 100\%$ . However, more than 20% of the frequencies are less than 5, which is why the rules of  $\chi^2$  are not really applicable. The correlation coefficient between the frequency of visiting Brothers store and the likelihood of visiting the store in the future is strong,  $r = 0,71$ . This means that the respondents, who frequently visit in the Brothers store, and are the loyal customers of the brand, are those who most likely also visit the store in the future. This indicates that even though the loyal customers are not visiting the store frequently, Brothers has managed to keep the customers satisfied and engaged with the brand in order for the customers that visit to the store also come back in the future.

## 5 Conclusions

### 5.1 Summary of the main results

The purpose of this thesis was to determine the brand knowledge meaning awareness and image of the clothing store Brothers among its potential target audience. In addition the objective was to discover, how the brand awareness affects the purchasing behaviour of the target audience. This research provided information to the company about the potential target audience and increased the understanding to-

wards consumers. Adapted from the Laurent, Kapferer & Roussel's (1995) model, the brand awareness towards the brand was discovered by measuring the three levels of awareness, which are top-of-mind level, unaided awareness level and aided awareness level. The research was targeted to the company's potential target audience. The potential target audience of the case company consists of 20-55 -years-old men, especially students and men in working life. The research was conducted by conducting a face-to-face interview administrative questionnaire around Jyväskylä city centre and areas neighbouring the city centre. The sample was chosen based on a convenience sampling. There were in total of 135 respondents to the questionnaire.

The study revealed that 12 % (n=16) of the respondents were able to name Brothers in top-of-mind awareness level. 22 % (n= 30) of the respondents were able to recall the brand and were aware of the brand in unaided level of awareness. From all the respondents, 49 % (n=66) of all the respondents were able to recognize Brothers by its name when it was said to them meaning they were able to recognize the brand in aided awareness level. Only 17 % (n=24) among all the respondents did not have the awareness towards Brothers as a brand at all. Different levels of awareness among the respondents towards Brothers are illustrated in figure 14.

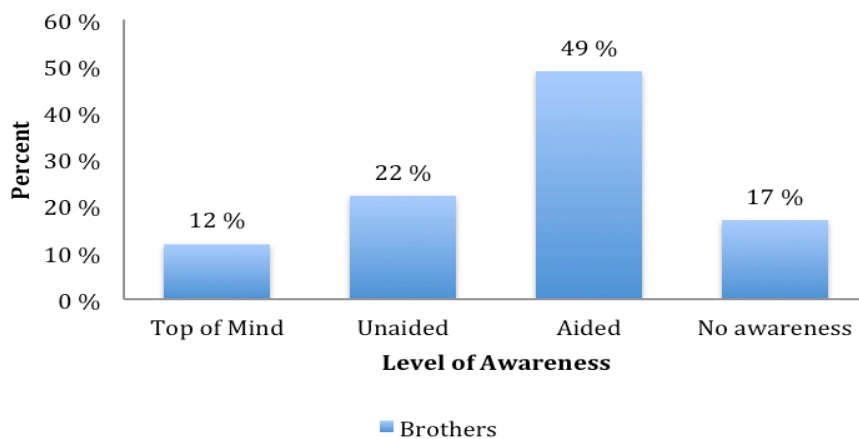


Figure 14. Total Brand Awareness of Brothers

The research showed that the majority (83%) of the sample was familiar with Brothers and were aware of the brand at least in some level of awareness. This is valuable information for the company because the marketing efforts, aimed purely to build awareness, are not necessary to execute. When measured the different levels of awareness, most of respondents were aware of the Brothers as a brand only in the minimum, aided, awareness level. Meaning they were able to recognize the brand at least by its name when it was said to them. Only the minority (17%) of respondents were not aware of the brand at all.

Based on the results the respondents were familiar with the brand and they were also able to associate the brand with the product category and the demand the products are serving. This is a good signal of that the company has managed to establish brand awareness among its target audience. Furthermore, as Keller (2008, 60-61) states building brand awareness helps customers to understand the product or service category in which the brand competes and what products or services are sold under the brand name. It also ensures that customers know which of their needs the brand is serving.

Brothers has also established to create their target image in the minds of their potential target audience. The results of brand image show that respondents have a positive image of Brothers. The respondents identified the brand as offering stylish, well-groomed, smart-casual, high-quality clothes. Respondents also associated the brand as being expensive high-end fashion brand. Expensiveness can be viewed as negative image, however in Brothers case the price of the products is also an indications of the quality they offer. The results about the company's brand image are coherent with the Brothers mission to offer stylish and timeless fashion that last long time. In addition, the company pay attention to the quality of the products. Even though, Brothers emphasises the meaning of the exceptional customer service as their top priority and wants to offer comprehensive, ultimate and memorable shop-

ping experiment for their customers, the results of brand image revealed that the respondents did not associate Brothers with the customer service. There were also respondents, who did not have any associations about the brand.

When considering the brand awareness' impact on consuming behaviour of the target audience, there was a modest correlation between the frequency of visiting the menswear stores in Jyväskylä and aided awareness of Brothers. The results are consistent with results of the question about the source of information about the brand. Most of respondents, who were aware of the brand, got the information about the brand when visiting in the Forum shopping centre and by noticing Brothers store based on its location. Therefore, Brothers has managed to generate the awareness and recognition towards the brand mainly by store window advertisement and by the store's visible location. This also creates a correlation between the frequency of visiting to the menswear stores in Jyväskylä and level of brand awareness of Brothers.

There was also a modest correlation between the top-of mind awareness and favourite menswear store of the respondents. This indicates that by raising the awareness towards the brand the company is able to increase the favourability of the brand, which also affects on the customer loyalty and creating long lasting customer relationships with the customers.

These results indicates that Brothers has managed to engage the customers to become as loyal customers of the brand because the the majority (39 %) of respondents answered they very likely visit the store. On the other hand, most the respondents (39 %) answered that they visit Brothers store rarely, only once or twice a year. However, Brothers has managed to keep the customers satisfied and engaged to the brand in order to the customers that visit to the store come also back in the future.

Brand knowledge is important aspect of creating brand relationship. Base on the Cross and Smith's (1995, 54-55) hierarchy of brand loyalty, consuming behaviour is influencing by how the customers are linked to the brand and how they perceive it. If the respondents associate the brand of being expensive high-end brand, which offers mostly formal business-wear, they more likely visit the store less frequently. Furthermore, if the respondents do not consider the brand to be appealing or relevant to them, it also affects to the visitation frequency. This was indicated by the respondents', who were mostly 20-30 - years -old men, perceptions and associations towards the company's customer base, which they evaluated to be older men. These associations perceptions affect to the consuming behaviour and the consumers ability to related to the brand. If the respondents do not feel about including into the company's main target audience, they are less likely to visit the store frequently.

## 5.2 Recommendations

A high level of brand awareness increase the profitability of brand choices, as well as produce greater consumer loyalty and decrease the vulnerability to competitive marketing actions. Therefore, brand awareness has specific implications for the pricing, distribution and promotion activities related to the brand. (Keller 1993, 8-9.) Increasing brand equity and impacting the brand knowledge, can affect more traditional outcome measures, such as sales of the company. Therefore, by raising the level of awareness of the brand it is possible to improve the company's profitability and increase sales.

Marketing activities are recognized to have various effects on brand knowledge. Therefore they can affect on brand knowledge significantly. Furthermore, the long-term success of all future marketing programs for a brand is greatly affected by the company's short-term marketing efforts (Keller 1993 1-2). In order to create a stronger brand awareness of the brand and strengthen the brand position, Brothers should utilize various marketing channels more effectively and comprehensively in

order to better reach the potential target audience. In addition, to achieve a higher level of brand awareness, the company could implement a marketing strategy, where the content of the marketing message is personalized in order to better appeal to the potential target audience better. It is important to implement purposeful and interactive marketing rather than generate mass media monologue. Unless the marketing message is applicable and relevant to the target audience, the consumers will not react to it. However, to ensure that the company gets a lot of media and social coverage and better reachability and recognition among all the consumers, it is important to create such content that is relevant to as many people as possible (4 Mistakes People Make When Measuring Brand Awareness and How to Avoid Them, 2015). A balance between mass, personalized and interactive media would be ideal used to enrich feedback from customers, as well as reach them (Duncan & Moriarty 1997, 17).

In order for the customers to consider the brand in their purchasing decision process, they should be aware of the brand and have a strong and positive brand image in their minds. Brothers should attract the customers to visit the store more frequently because the frequency correlates with customer loyalty and likability of the brand. By more effective marketing effort and by making the brand more relevant and appealing to the potential target audience, the company will be able to better engage the customers to the brand.

The strategic consistency of marketing content should be aimed at rather than delivering independent brand messages. Communicating the targeted the brand image should be explicit and consistent in the company's whole marketing efforts. Recognizing the communication dimensions of all brand contacts and the sources of the marketing messages is crucial because they impact on consumers' and stakeholders' behaviour. The more the brand's position is strategically integrated into all the brand messages, the more consistent and distinct will the company's identity and reputa-

tion be. (Duncan & Moriarty 1997, 17.) Brand image could also be created through various marketing ways such as slogan, tune or logo. Through marketing communication, the company will be able to strengthen their customer relationships considerably in addition to their identity and position in the brand. Even though the brand image reflects the company's target image, the company could more emphasize the superior customer service more distinctively to as it is identified as one of the brand's competitive advantages. Word of mouth was discovered to be a very effective marketing tool for the company. In the questionnaire a question "Would you recommend the brand?" could have been added to measure the deeper commitment to the brand along with the customer satisfaction and customer loyalty.

As a recommendation for the future research would be to research, what kind of marketing appeals to the potential target audience? In addition a study, which provides information about the marketing effectiveness of different marketing medias, tools and channels that the consumers are using could be conducted in the future in order to determine through which channels and medias, the company is able to reach the potential target audience in the best way. In addition after the marketing actions have been implemented, a new research about brand awareness could be conducted in order to see how the brand awareness has changed based on the effectiveness of the marketing actions.

### 5.3 Reliability and validity

Reliability and validity need to be taken into consideration in order to ensure the quality of the research. According to Saunders et al. (2009, 156) reliability refers to the extent to which the data collection techniques and analysis procedures will yield consistent findings. It can also be posing the following questions:

- Will the measures yield the same results on other occasions?



- Will similar observations be reached by other observers?
- Is there transparency in how sense was made from the raw data?

Reliability refers to consistency of the research. Reliability is concerned with the robustness of the questionnaire and, in particular, whether or not it will produce consistent findings in different conditions, in the case of interview –administered questionnaire, with different interviewers. Internal consistency involves correlating the responses of each question in the questionnaire with the other questions in the questionnaire. It therefore measures the consistency of responses across either all the questions or a sub-group of questions from the questionnaire. (Saunders et al. 2009, 373.)

By conducting interview- administrated face-to-face questionnaire it has to be ensured that the respondents include to the target population. In this research self-selection sampling was chosen to find people who are interested in the topic, consider it important and want to influence the outcome. However, self-selection sampling does not guarantee representative sample of the population, but it provides valuable insights from those who are willing to participate (Saunders et al. 2009, 213, 233–241).

In this study the sample was selected based on distinctive characteristic such as the gender and age. The data was collected in the Jyväskylä city centre and in various Universities of Jyväskylä in order to ensure that the resulting sample was representative of the definable target population. The age and the socio-economic status of the respondents corresponded Brothers' potential target audience. However, in order to being able to make more reliable comparison between the respondents, the data would have been required to be collected more extensively and comprehensively. Due to the sample of his study consisted of a large number of students as respondents of the questionnaire, the results of this study does not give an extensive data

covering all the socio-economic groups to be valid to be generalized. The results only represent this specific sample and cannot be generalized.

According to Malhotra (2010, 376-377), non-probability convenience sampling technique does not allow for objective evaluation of the precision of the sample results. Meaning, many of the potential sources of selection bias are present, including respondent self-selection. Therefore, convenience samples are not representative of any definable population. Hence, in this research it is not meaningful to generalize any population from a convenience sample, and convenience sample is not appropriate for population inferences. This is taken into consideration in the interpretation of the results.

In the research, concerning one organization, the purpose of the research was not to produce a theory that is generalizable to all populations. The purpose of the study is to simply try to explain what is going on in the particular research setting and the results cannot be generalized.

Validity is concerned with whether the findings are really about what they appear to be about and is the relationship between two variables a causal relationship. Validity can be also referred as external validity, which concerns to the extent to which the research results are generalizable. That is whether the findings may be equally applicable to other research settings, such as other organizations. (Saunders et al. 2009, 157-158.)

Internal validity in relation to questionnaire refers to ability of the questionnaire to measure what it is intended to measure. This means that the findings with the questionnaire actually represents the reality what it is meant to measure. Content validity of the questionnaire refers to the extent to which the questionnaire provides adequate coverage of the investigative questions. Predictive validity refers to the ability of the questions to make accurate predictions. In assessing predictive validity, the

data from the questionnaire will need to be compared with the specified in the criterion. This is often undertaken using statistical analysis such as correlation. Construct validity is concerned to the extent to which the questions actually measure the presence of those constructs that they are intended to measure. (Saunders et al. 2009, 372-373.)

A structured data collection, meaning the use of formal questionnaire that presents questions in a prearranged order, was used to avoid the interviewer making mistakes while asking the questions or by changing the wording of questions. Because these errors may change the meaning of the questions. In addition the data provided by the respondents was recorder carefully and correctly by the interviewer in order to avoid incorrect recording the data. The disadvantage on using interview- administered is that the presence of another person may create apprehension called, "interview-evaluation", among the respondents. However, Burns & Bush (2008, 200) point out that some researchers feel that respondents are more likely to be truthful when they respond to questionnaire face-to-face. In this research the meaning of the research was clearly stated and respondents were interviewed objectively and professionally.

Questionnaire was carefully designed in order to avoid biased sample and poorly phrased questions, which result interpretations and to maximize the response rate, validity and reliability the questionnaire. The purpose of the questionnaire was clearly stated and explained. In addition, the interviewer and respondents errors were avoided by, piloting and objectively executing the administration of the actual questionnaire. The reliability and validity of the research was also increased by not telling the case company and the consignor of the research until the end of the questionnaire thus the information could have influenced and affected to the answers of the respondents.

A structured data collection involving a questionnaire with fixed-response choices may loss of validity for certain types of data, such as beliefs and feelings (Malhotra & Peterson 2006, 182). Therefore, the results of this research cannot define how the respondents feel or belief towards the brand.

## 5.4 Discussion

The data generated from this research support the theory about the dimension of brand equity and its impacts on consuming behaviour. No study has been conducted concerning the dimensions of brand equity of the case company. Therefore, this research generated a great deal of valuable information for the company. The research was really interested to execute and even though the process was long it was worthwhile to reserve time for a thorough meticulous implementation of the research.

As Saracino in his article "4 Mistakes People Make When Measuring Brand Awareness and How to Avoid Them" (2015) states, when formulating the research objectives it was really important to define precisely what brand awareness means to the company. As not agreeing on exactly how the brand awareness is defined, could lead into misalign expectations of the research objectives and start the research off on the wrong foot. Therefore in the beginning of the research process it was determined, what the brand awareness meat to the company. In this research, brand awareness refers to the fundamental level of brand knowledge in involving, at least, recognition of the brand name and brand awareness was defined based on the ability to recall and recognition.

Effective marketing is a good way to increase and maintain the brand awareness. Mass media coverage adds to the awareness and memorability of the brand and provides the best reachability of the potential target audience. Brand familiarity increasing the loyalty towards the brand thus foster sales.

Competition in the fashion industry in the small Finnish markets is tough. Therefore, it is important to improve brand awareness by marketing. The competitors of Brothers such as Dressmann and Jack & Jones got better results on brand awareness measures than Brothers. This can result from the fact that both of these brands have multiple stores across Finland and both advertise their products via multiple marketing channels such as national -wide TV advertisements. Possibly therefore, the respondents of this research were able to recall and recognize these, widely distributed and efficiently marketed menswear stores, better than Brothers. In order to strengthen the position in the market, Brothers should market their products and services more effectively.

Fundamentally, Brothers should pay attention to increasing the brand equity and familiarity towards the brand in order for strengthening the company's position and creating stronger customer relationships not primarily to increasing sales. As Saracino reminds, direct conversions usually are not a good metrics for measuring brand awareness. Even though the content may encourage consumers to purchase the product or immediately sign up for the newsletter. However, the chance that the consumers hear about the brand for the first time and decide to convert right there is very unlikely. It is more likely they find the content after seeing it on Facebook or in their favourite blog. Therefore, the success of brand awareness campaigns takes time and they should not be measured on this metrics alone. Instead, the companies should monitor the brand awareness campaigns to see if they contributing to conversions, direct and indirect. (4 Mistakes People Make When Measuring Brand Awareness and How to Avoid Them, 2015.)

The questionnaire also included a question, which investigated, what variables and factors affect on choosing the purchasing place concerning the menswear stores in Jyväskylä. In other words, the questionnaire also included a question about what affects on the choice of a purchasing place. In this question the respondents were

also able to choose more than one option. The results from this question is included in Appendixes 3. However, consumer-purchasing behaviour is very complex, wide and extensive area of research. Therefore, a further research should be carried to investigate the consumer behaviour in more extensively and in more detailed way. In order to really generate a deeper understanding towards customer behaviour, a further research should be executed to discover the different motives and other aspects that affects on consuming behaviour. This thesis did not comprehensively cover the consumer purchasing behaviour as a broad research but in the future that is a topic that could be investigated by the company.

This research is made based on the widely recognized Keller's (1993) customer-based model of brand equity and its dimensions. Therefore, most of the theory about the topic is from the 1990's. However, there could be even more recent and relevant researches conducted about the topic. On the other hand, the Keller's model is still much utilized and widely recognized as a valid measure of brand equity.

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# Appendices

## Appendix 1. Face-to-face research questionnaire in Finnish

10.5.2015 20.10

### Kyselylomake

Hyvää päivää!

Olen Jyväskylän ammattikorkeakoulun opiskelija ja suoritan brändin tunnettuuteen liittyvää tutkimusta opinnäytetyötäni varten. Olisiko teillä mahdollisesti hetki aikaa vastata muutamaan kysymykseen? Kyselyyn vastaaminen kestää noin 5 minuuttia. Vastaukset käsitellään anonymisti ja annettuja tietoja käytetään ja julkaistaan ainoastaan tilastollisen vertailun osana.

Kyselyn lopussa teillä on mahdollisuus osallistua 50 € lahjakortin arvontaan antamalla yhteystietonne erilliselle lomakkeelle.

#### 1. Minä vuonna olette syntyneet?

1997

#### 2. Mihin seuraavista ryhmistä ensisijaisesti kuulutte?

Tässä kysymyksessä selvitetään vastaajan sosioekonomista asemaa. Vastausvaihtoehdot pohjautuvat Tilastokeskuksen luokitukseen.

- ☐ Opiskelija
- ☐ Työntekijä
- ☐ Alempi toimihenkilö
- ☐ Ylempi toimihenkilö
- ☐ Yrittäjä
- ☐ Työtön
- ☐ Muu

#### 3. Kuinka useasti vieraillette Jyväskylän miestenvaateliikkeissä?

- ☐ Viikoittain
- ☐ 1-2 kertaa kuukaudessa
- ☐ 3-4 kertaa vuodessa
- ☐ 1-2 kertaa vuodessa
- ☐ Harvemmin tai en koskaan

#### 4. Mitä Jyväskylässä sijaitsevia miestenvaateliikkeitä tulee mieleenne?

Merkitse tähän kohtaan, se minkä vastaaja sanoo ensimmäisenä. Ei saa auttaa - annettava vastata itse. Jos vastaajalle ei tule mitään mieleen, siirry kysymykseen 6.

- ☐ Jack & Jones
- ☐ Dressmann
- ☐ Brothers
- ☐ Kekäle
- ☐ Pukumies
- ☐ Sokos
- ☐ Halonen
- ☐ Urheva
- ☐ Beyond
- ☐ Carlings
- ☐ JC
- ☐ H&M
- ☐ Joku muu, mikä

#### 5. Entä, mitä muita miestenvaateliikkeitä tunnette?

Merkitse tähän kaikki ne, jotka vastaaja vastasi spontaanisti, ilman auttamista.

- ☐ Jack & Jones
- ☐ Dressmann
- ☐ Brothers

- ☐ Brothers  
☐ Kekäle  
☐ Pukumies  
☐ Sokos  
☐ Halonen  
☐ Urheva  
☐ Beyond  
☐ Carlings  
☐ JC  
☐ H&M  
☐ Joku muu,  
 mikä

**5. Entä, mitä muita miestenvaateliikkeitä tunnette?**

Merkitse tähän kaikki ne, jotka vastaaja vastasi spontaanisti, ilman auttamista.

- ☐ Jack & Jones  
☐ Dressmann  
☐ Brothers  
☐ Kekäle  
☐ Pukumies  
☐ Sokos  
☐ Halonen  
☐ Urheva  
☐ Beyond  
☐ Carlings  
☐ JC  
☐ H&M  
☐ Joku muu,  
 mikä

**6. Luettelen teille seuraavaksi muutaman miestenvaateliikkeen. Tunnetteko näistä joitakin nimeltä?**

Luettele vain sellaisia, mitä ei ole vielä aiemmin tullut esille ja joita vastaaja ei ole vielä maininnut - autettu tunnettuus. Tässä kysymyksessä vastausvaihtoehdot ovat Brothersin lisäksi, sen merkittävimmiä kilpailijoiksi lukeutuvat miestenvaateliikkeet Jyväskylässä.

	Kyllä	Ei
Jack & Jones	<input type="radio"/>	<input type="radio"/>
Brothers	<input type="radio"/>	<input type="radio"/>
Dressmann	<input type="radio"/>	<input type="radio"/>
Kekäle	<input type="radio"/>	<input type="radio"/>

Pukumies

☐
☐

Sokos

☐
☐

**7. Mitä kautta olette saanut tiedon Brothersista?**

Kysytään vain niiltä vastaajilta, jotka ovat vastanneet tuntevansa Brothersin. Muutoin siirry kysymykseen 11. Ei saa auttaa - vastaajan tulee itse mainita vaihtoehdot.

- ☐ Lehtimainonta
- ☐ Näyteikkunamainonta
- ☐ Ulkomainonta Forum- kauppakeskuksessa
- ☐ Yrityksen nettisivut
- ☐ Facebook
- ☐ Ystävältä, työkaverilta, tuttavalta tai perheenjäseneltä
- ☐ Jokin muu,  
mikä

**8. Mitä teille tulee mieleen Brothersista?**

Kysytään vain niiltä vastaajilta, jotka ovat vastanneet tuntevansa Brothersin.

**9. Kuinka useasti olette vierailut Jyväskylän Brothersilla?**

Kysytään vain niiltä vastaajilta, jotka ovat vastanneet tuntevansa Brothersin.

- ☐ Viikoittain
- ☐ 1-2 kertaa kuukaudessa
- ☐ 3-4 kertaa vuodessa
- ☐ 1-2 kertaa vuodessa
- ☐ Harvemmin tai en koskaan

**10. Kuinka todennäköisesti asioitte Jyväskylän Brothers- miestenvaateliikkeessä myös tulevaisuudessa?**

Kysytään vain niiltä vastaajilta, jotka ovat vastanneet tuntevansa Brothersin.

- ☐ Erittäin todennäköisesti
- ☐ Melko todennäköisesti
- ☐ Melko epätodennäköisesti
- ☐ Erittäin epätodennäköisesti
- ☐ En osaa sanoa

**11. Missä miestenvaateliikkeessä viimeksi asioitte?**

- ☐ Jack & Jones
- ☐ Dressmann
- ☐ Brothers
- ☐ Kekäle
- ☐ Pukumies
- ☐ Sokos
- ☐ Halonen
- ☐ Urheva
- ☐ Beyond
- ☐ Carlings
- ☐ JC
- ☐ H&M

☐ Joku muu,  
mikä

**12. Mikä on teidän suosikki miestenvaateliike?**

Tässä kysymyksessä selvitetään sitä, missä miestenvaateliikkeessä vastaaja asioi mieluiten?

- ☐ Jack & Jones
- ☐ Dressmann
- ☐ Brothers
- ☐ Kekäle
- ☐ Pukumies
- ☐ Sokos
- ☐ Halonen
- ☐ Urheva
- ☐ Beyond
- ☐ Carlings
- ☐ JC
- ☐ H&M

☐ Joku muu,  
mikä

**13. Mitkä asiat vaikuttavat miestenvaateliikkeen valintaan?**

Merkitse tähän ne asiat, jotka vastaaja vastasi spontaanisti, ilman auttamista ja jotka vaikuttavat eniten vastaajan ostopaikan valintaan.

- ☐ Laaja ja monipuolinen tuotevalikoima
- ☐ Tarpeita vastaava tuotevalikoima
- ☐ Laadukkaat tuotteet
- ☐ Tuotteiden tyyli ja ulkonäkö
- ☐ Myytävät tuotemerkit
- ☐ Edullinen hintataso
- ☐ Tuotteiden hinta-laatusuhde
- ☐ Tuotteiden esillepano
- ☐ Tuotteiden saatavuus ja sopivien tuotteiden löydettävyys
- ☐ Hyvä asiakaspalvelu
- ☐ Asiantunteva henkilökunta
- ☐ Asioinnin helppous ja vaivattomuus
- ☐ Ei tarvitse jonottaa
- ☐ Ostoympäristön viihtyisyys ja siisteys
- ☐ Ostoympäristön tunnelma
- ☐ Yrityksen imago ja mielikuvat, joita se herättää
- ☐ Yrityksen tuttuus ja tunnettuus
- ☐ Aiemmat kokemukset tuotteista ja liikkeessä asioimisesta
- ☐ Sopiva sijainti
- ☐ Hyvät pysäköintimahdollisuudet
- ☐ Edut ja alennukset
- ☐ Markkinointi ja mainonta
- ☐ Aukioloajat
- ☐ Jokin muu,  
mikä

## Appendix 2. Face-to-face research questionnaire in English

### Questionnaire

Good day!

I am a student from Jyväskylä University of Applied Sciences and I am collecting data for my thesis by conducting this survey as an assignment. Would you like to spend few minutes to answer the questionnaire? Answering the questionnaire takes about 3-5 minutes. All the answers will be processed anonymously and they will only be published as a parts of a graphs in statistical comparison and analysis.

At the end of the questionnaire, you have the possibility to participate in a lottery of 50 €gift card by giving contact information to a separate form.

#### 1. Year of birth?

#### 2. Which of the following groups do you primarily belong to?

In this question the aim is to clarify the replier's sosio-economic status. The alternatives included are based on the Statistics Finland Classification of Socio-economic groups classification.

- ☐ Student
- ☐ Manual worker
- ☐ Lower-level employee with administrative and clerical occupation
- ☐ Upper-level employee with administrative, managerial, professional and related occupation
- ☐ Self-employed person or Entrepreneurship
- ☐ Unemployed
- ☐ Other

#### 3. How frequently do you visit in men's clothing stores in Jyväskylä?

- ☐ Weekly
- ☐ Once or twice a month
- ☐ Three or four times a year
- ☐ Once or twice a year
- ☐ Less frequently or never

#### 4. What men's clothing store located in Jyväskylä comes to your mind?

Mark down here the alternative, which comes to the respondent's mind first. Top of Mind- awareness. Do not help - the answer need to be provided by the respondent spontaneously himself. If the respondent does not come to mind any, go to question number 6.

- ☐ Jack & Jones
- ☐ Dressmann

- ☐ Brothers
- ☐ Kekäle
- ☐ Pukumies
- ☐ Sokos
- ☐ Halonen
- ☐ Urheva
- ☐ Beyond
- ☐ Carlings
- ☐ JC
- ☐ H&M
- ☐ Seppälä
- ☐ Mick's
- ☐ Marks & Spencer
- ☐ Aleksi13
- ☐ Other, what?

**5. And what other men's clothing stores located in Jyväskylä do you know?**

Mark down here all the alternatives, which the respondent provides spontaneously without helping - non-aided brand awareness.

- ☐ Jack & Jones
- ☐ Dressmann
- ☐ Brothers
- ☐ Kekäle
- ☐ Pukumies
- ☐ Sokos
- ☐ Halonen
- ☐ Urheva
- ☐ Beyond
- ☐ Carlings
- ☐ JC
- ☐ H&M
- ☐ Seppälä
- ☐ Mick's
- ☐ Marks & Spencer
- ☐ Aleksi13
- ☐ Other, what?



**6. Next I will list a few men's clothing stores. Do you know any of these by name?**

Mention here only those alternatives, which have not yet come across earlier in the questionnaire and that the replier has not yet mentioned - aided brand awareness. The alternatives included are Brothers and its most significant competitors in Jyväskylä.

	Yes	No
Jack & Jones	<input type="radio"/>	<input type="radio"/>
Brothers	<input type="radio"/>	<input type="radio"/>
Dressmann	<input type="radio"/>	<input type="radio"/>
Kekäle	<input type="radio"/>	<input type="radio"/>
Pukumies	<input type="radio"/>	<input type="radio"/>
Sokos	<input type="radio"/>	<input type="radio"/>

**7. From where have you heard or got the information about Brothers?**

Ask only for those respondents, who have responded to have the knowledge about Brothers. Otherwise, move to question number 11. Do not help - the answer need to be provided by the respondent spontaneously himself.

- ☐ From newspaper advertisement
- ☐ From store window advertisement
- ☐ From advertisement in Forum- shopping center
- ☐ From company's website
- ☐ From company's Facebook page
- ☐ From Subject Association of the Students of Jyväskylä University
- ☐ By seeing and noticing the store while visiting in Forum- shopping center
- ☐ By visiting Brothers store in another city in Finland
- ☐ From family member, friend, partner, colleague or some other person
- ☐ Somewhere else, where?

**8. What comes to your mind about Brothers?**

Ask only for those respondents, who have responded to have the knowledge about Brothers.

**9. How frequently do you visit in Brothers?**

Ask only for those respondents, who have responded to have the knowledge about Brothers.

- ☐ Weekly
- ☐ Once or twice a month

- ☐ Three or four times a year
- ☐ Once or twice a year
- ☐ Less frequently or never

**10. How likely is for you to visit in Brothers located in Jyväskylä in the future as well?**

Ask only for those respondents, who have responded to have the knowledge about Brothers.

- ☐ Very likely
- ☐ Quite likely
- ☐ Quite unlikely
- ☐ Very unlikely
- ☐ I don't know

**11. What is the latest mens' clothing store you made a purchase from?**

- ☐ Jack & Jones
- ☐ Dressmann
- ☐ Brothers
- ☐ Kekäle
- ☐ Pukumies
- ☐ Sokos
- ☐ Halonen
- ☐ Urheva
- ☐ Beyond
- ☐ Carlings
- ☐ JC
- ☐ H&M
- ☐ Seppälä
- ☐ Mick's
- ☐ Marks & Spencer
- ☐ Aleksi13
- ☐ Other, what?

**12. What is your favorite men's clothing store?**

- ☐ Jack & Jones
- ☐ Dressmann
- ☐ Brothers

- ☐ Kekäle
- ☐ Pukumies
- ☐ Sokos
- ☐ Halonen
- ☐ Urheva
- ☐ Beyond
- ☐ Carlings
- ☐ JC
- ☐ H&M
- ☐ Seppälä
- ☐ Mick's
- ☐ Marks & Spencer
- ☐ Aleksi13
- ☐ I don't have a favorite
- ☐ Other, what?

**13. What factors affect on your choice of a men's clothing store as a primary purchasing place?**

Mark here, the factors that respondent answered spontaneously without helping to be affecting on the place of purchase the most.

- ☐ Wide and versatile assortment of products
- ☐ The assortment of products corresponds the need and demand
- ☐ The brands available
- ☐ The availability trendy and fashionable products
- ☐ Quality of the products
- ☐ Affordable price level
- ☐ A good price-quality ratio of the products
- ☐ The style of the products
- ☐ The appearance and look of the products
- ☐ The availability of the products that fit and in suitable sizes
- ☐ Products are assembled and displayed conveniently and easily to access
- ☐ The speed, ease and effortlessness of the transactions
- ☐ No need for queuing
- ☐ Good and friendly customer service
- ☐ Professional and knowledgeable personnel
- ☐ The comfort of a pleasant and welcoming atmosphere of the store
- ☐ The cleanliness and clarity of the store

- ☐ The store's image
- ☐ The store's clientele
- ☐ The awareness and recognition of the store
- ☐ Previous experiences and visits to the store
- ☐ Convenient location
- ☐ Marketing
- ☐ Good parking opportunities
- ☐ Discounts and offers
- ☐ Good opening hours
- ☐ Recommendations and opinions of the family members, friends, colleagues or other people
- ☐ Other, what?

### Appendix 3. Factors affecting the choice of primary purchasing place

	N	%
Affordable price level	44	33
A good price-quality ratio of the products	31	23
Wide and versatile assortment of products	29	21
The assortment of products corresponds the need and demand	29	21
The style of the products	25	19
Quality of the products	24	18
The brands available	17	13
Convenient location	17	13
The appearance and look of the products	14	10
Good and friendly customer service	14	10
The store's image	11	8
The availability of the products that fit and in suitable sizes	10	7
Previous experiences and visits to the store	9	7
Other	10	7
Professional and knowledgeable personnel	5	4
The comfort of a pleasant and welcoming atmosphere of the store	6	4
The speed, ease and effortlessness of the transactions	4	3
The cleanliness and clarity of the store	4	3
Discounts and offers	4	3
Products are assembled and displayed conveniently and easily to access	3	2
Recommendations and opinions of the family members, friends, colleagues or other people	3	2
The availability trendy and fashionable products	2	1
The store's clientele	1	1
The awareness and recognition of the store	2	1
No need for queuing	0	0
Marketing	0	0
Good parking opportunities	0	0
Good opening hours	0	0
Total	318	234

Other:

Brands that can not be found in other stores

The store's target audience

Unique brands and products that are not available in any other store

Unique and different product selection and assortment

Expectations and prejudices against the store and brand

Overall expectations, image and prejudices towards the store

Perceptions of the clothes that fit to the own personal style

Associations and images towards the brand

Associations that comes to mind from the products and target group of the brand

The feeling and image about the store